7/15/39

BROADCASTING

Broadcast Advertising

Vol. 17 • No. 2

JULY 15, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th Issue (Yearbook Number) Published in Febr

RECEIVED
AUG
MIAMI UNIVERSITY
LIBRARY

SCHOOL OF BUSINESS ADMINISTRATION
Miami
University

July 15 '39

. . . in the public interest . . .

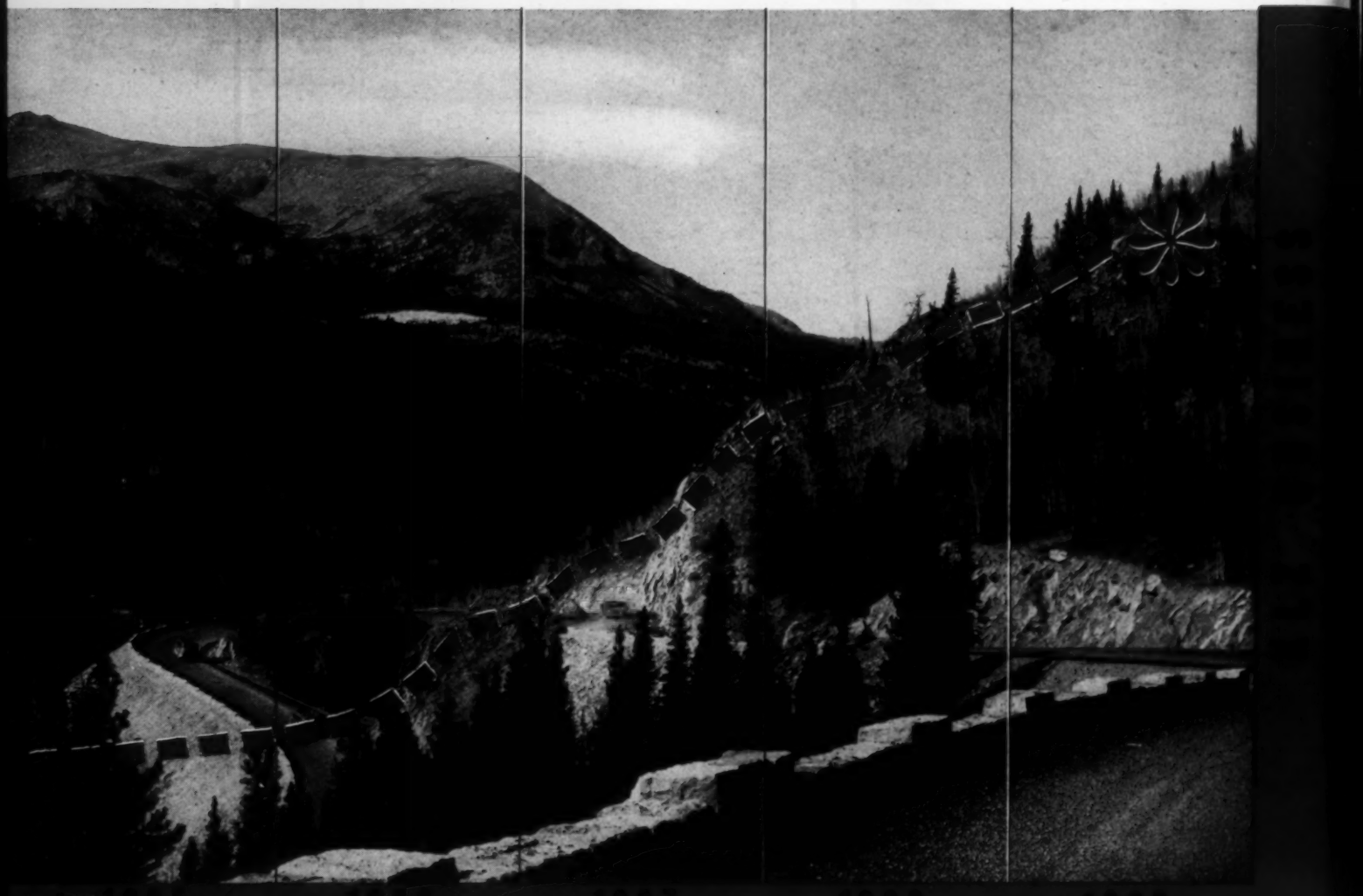
The farmer in the country . . . the consumer in the city . . . are both interested in the milk marketing control agreement proposed for Chicago. To better serve these people, WLS broadcast each noon direct from the Hotel Stevens during the U. S. Department of Agriculture's recent three-day hearings on the proposal. Thus the Midwestern farmer and Chicago consumer were informed immediately . . . by WLS.

This is only one of many recent special events at WLS. Among others: announcement of prize winners and a 1500-voice chorus from the Indiana State 4-H Club Round-Up in LaFayette . . . a 1000-voice rural school chorus, with youngsters from 20 Illinois counties, broadcast from Charleston . . . four short wave broadcasts from Barney Connett's one-man submarine during an attempted underwater crossing of Lake Michigan . . . interview with Henry C. Lytton, only surviving member of the State Street pioneers.

Service features, such as news, markets, crop and weather reports, have long been scheduled on WLS. Special events, too, are service features, interesting and entertaining. They are, to WLS, a part of broadcasting in the public interest, convenience and necessity.

WLS
CHICAGO

*KLZenith!



KLZ Sets New High As Midsummer Sets In!

● Reaching new highs in business as the hot days of summer roll around doesn't follow the accepted formulas. But KLZ is always upsetting the form chart. Schedule cutting is in the air in May, for instance. But KLZ's May was the biggest month since the influence of the men, methods and machinery of The Oklahoma Publishing Company began making itself felt around the station in the late summer months of 1935.

May likewise assured a constantly ascending KLZenith for the rest of the summer. For in May American Tobacco, Durkee, Frigidaire, Forhan, Union Pacific, Chrysler, Colorado's Public Service Company, Merchants Biscuit Company and twenty-seven others turned to new summer programs . . . and KLZ.

KLZ has built up a tremendous power to attract listeners that is not on its listening area maps. The Rockies, in turn, have built up a never-failing power to attract money-spending summer visitors that cannot be shown on KLZ's rate card. But both combine to build up a KLZenith for the summer of 1939 . . . and a market that cannot be affected by the usual summer business bugbears.

KLZ *Denver*

CBS AFFILIATE ↔ 560 KILOCYCLES

UNDER MANAGEMENT AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY ↔ PUBLISHER OF THE DAILY OKLAHOMAN, THE TIMES AND THE FARMER-STOCKMAN ↔ OWNER AND OPERATOR OF STATIONS WKY, OKLAHOMA CITY, AND KVOR, COLORADO SPRINGS ↔ REPRESENTED BY THE KATZ AGENCY, INC.

18 SPOTS

that give you *Direct Local Contacts* throughout New England

PEOPLE of different regions habitually tune to different stations. The favorite station is local, covers a wide suburban area, offers programs of community interest, *plus popular network programs.*

To reach the largest number of listeners in a many-stationed territory like New England, it is necessary to make your program available through a majority of these popular local stations.

This is precisely the service of The Colonial Network—a group of 18 stations, each of which is situated in the center of one of the important trading sections.

Broadcasting simultaneously through all of these 18 stations assures broad, effective New England coverage—contact with the people of the largest retail areas as they habitually dial their favorite Colonial stations for Colonial and Mutual Network programs.

Through the Colonial group a powerful sales impetus and sustained effectiveness can be provided in more markets than can be reached by any other network at equally low cost.

EDWARD PETRY & CO., INC.
National Sales Representative

WAAB
WEAN
WICC
WSAR
WSPR
WLBZ
WFEA
WLLH
WNBH
WTHT
WATR
WLNH
WRDO
WNLC
WHAI
WBRK
WCOU
WSYB

The
COLONIAL NETWORK
21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

LET'S GET THIS STRAIGHT!

STANDARD RADIO is, and always has been, since its inception, an integral part of the broadcasting industry. The industry's problems are definitely our problems.

At the NAB convention, just concluded, we announced our position in the matter of *tax-free* music. Fifteen months ago, we began building a large library of *tax-free* music. More than that, we thoroughly investigated the possibility of stepping up our production along this line on short notice.

Now—

whatever the broadcasters decide to do about the copyright problem, STANDARD RADIO stands ready to adapt its transcription library to fit the situation.

Meanwhile—

a complete STANDARD RADIO *tax-free* library is now available, consisting of a basic library of 1000 selections and a guaranteed release of 50 new selections monthly at lower rates than any similar service in the market.

Standard Radio

360 N. Michigan Avenue, Chicago, Ill.

6404 Hollywood Blvd., Hollywood, Cal.

HOOPER-HOLMES SURVEY SHOWS

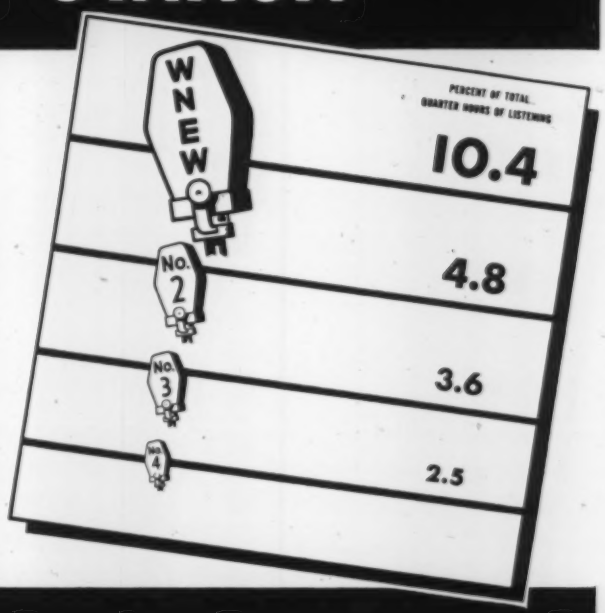
"WNEW AUDIENCE TWICE THAT OF ANY OTHER NEW YORK INDEPENDENT STATION"

Like Johnstown took the Derby . . .
Like the Yanks took the pennant . . .
Like America took the polo cup . . .

That's how WNEW took the other New York City independent stations in a contest to determine which had the greatest audience.

It wasn't even close. When Hooper-Holmes tabulated the results, WNEW showed up with well over twice the listeners.

Other independent researches, too, prove WNEW's great sales-building power. We will be happy to send you these surveys—even happier to show them to you. Our address—501 Madison Avenue. Our 'phone number—Plaza 3-3300.



WNEW NEW YORK

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

5000 WATTS BY DAY • 1000 WATTS BY NIGHT • 1250 KILOCYCLES

"I'll tackle anything once!"

It seems one of the boys in our New York office was calling on an agency in connection with a certain cosmetic account, when suddenly the same agency asked him what we knew about the midwestern market for farm tractors. After he recovered from the shock, our New York lad rallied nicely, called on our Chicago and Detroit offices for help, and went to work.

Here's what that agency received —completely prepared in our offices within ten days: A map of tractor distribution county by county in the 13 states involved. A 4-color map showing density of tractors by counties —with coverage areas of several stations super-imposed. A separate tabulation of farms and tractors in these states with percentage comparisons. An analysis of tractor age and investment with some facts on distribution and their marketing. Dull reading to you, perhaps—but not to the recipient (at least so he said).

No — tractors aren't our bread and butter. Neither are bath salts or steam shovels. But if you want some help with them —or anything else—we'll go to bat for you. How about *now?*

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KGKO	Ft. Worth-Dallas
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	247 Park Ave.	New Center Bldg.	One Eleven Sutter	C. of C. Bldg., Richmond 6184	617 Walton Bldg.
Franklin 6373	Plaza 5-4131	Trinity 2-8444	Sutter 4353	650 S. Grand Ave., Vandike 0569	Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 17. No. 2 WASHINGTON, D. C., JULY 15, 1939 $3.00 A YEAR—15c A COPY

NAB Adopts Code, Demands ASCAP Action

By SOL TAISHOFF

Copyright Convention by Sept. 15 Authorized; Vote of Confidence Given Miller; Advertising Bans Specified

INSPIRED by the leadership of its first paid president, Neville Miller, an embattled NAB swept through its 17th annual convention in Atlantic City July 10-13 and quickly adopted means of self-regulation through a voluntary code and program standards that mean dollars out of pocket. This was followed by a mobilization of forces for a declaration of war against ASCAP unless it stops stalling and is willing to deal equitably within the next fortnight.

After giving President Miller, who made his debut before the NAB membership in his first annual convention, an enthusiastic vote of confidence, nearly 400 broadcasters, representing 273 member stations present, went "down the line" with him on the industry's most pressing problems. In less than two hours Mr. Miller delivered his report on copyright, proposed a resolution, and got a unanimous vote when the issue came before the convention July 12. On the preceding day, by an overwhelming vote of 148 to 26, the convention had adopted the basic code for self-regulation, after the original draft had been rather drastically revised. Action on the code, which contains plenty of teeth, was followed by adoption of a resolution, without dissent, banning 13 specific types of advertising.

Copyright Convention

The copyright action presages the calling of a special convention in Chicago not later than Sept. 15. The Copyright Committee, which Mr. Miller heads, has set Aug. 1 as its deadline for a proposal from ASCAP for a new performing rights contract to supplant the several varieties now in force when they expire Dec. 31, 1940. The industry demands a basis involving payment on commercial programs using ASCAP music only with clearance at the source.

Inasmuch as the Copyright Committee already has practically despaired of getting anywhere with ASCAP because of its dilatory methods, it is expected the September convention will be called. A war chest to carry on without ASCAP after Dec. 30, 1940, would be set up at such a convention through station contributions, looking toward arrangements with non-ASCAP publishers and greater use of tax-free music. The Copyright Committee would devise an operating plan for approval of the special convention.

In adopting the self-regulation code, some dissension developed. Opposition was largely premised upon the view that no code was necessary and that stations, if they meet their public service obligation, automatically would function in the fashion prescribed. Nevertheless, it was clear that the placing of limitations on commercial announcements, particularly as they affect network daytime programs, will entail some hardship while a substantial loss of revenue may result from the ban on the sale of time for broadcasting of controversial issues, other than political, and from the combined effect of this restriction with a rule on the religious broadcasts which specifies they must be spiritual, and not crusading. The latter strikes especially at special-network commercials of several well-known ecclesiastics.

Enforcement Up to Board

Enforcement of the code provisions was left to the incoming board of 23 broadcasters, which is authorized by resolution to devise the machinery necessary for compliance. The effective date, originally set for Sept. 24, coincident with the change from daylight time, also was left to the board's discretion.

In a four-hour session July 13 immediately following adjournment of the convention, the new board of directors promptly sailed into code follow-through. Directing President Miller to study plans for formation of the code compliance machinery, the board will meet again in September to take action. At the September meeting the board also will announce the date on which the self-regulation project will become effective.

A new executive committee, to function with Mr. Miller for the ensuing year, also was named by the board. Edwin W. Craig, WSM, Nashville, John Elmer, WCBM, Baltimore and Herb Hollister, KANS, Wichita, were renamed. New members are John A. Kennedy, WCHS, Charleston, Paul W. Morency, WTIC, Hartford and Harry C. Wilder, WSYR, Syracuse. The latter three replace Walter J. Damm, WTMJ, Milwaukee, and Mark Ethridge, WHAS, Louisville, who have retired from the board, and F. M. Russell NBC vice president, who requested that he be not continued on the smaller committee, though he remains as a board member.

Next Year's Convention

There was discussion of next year's regular convention, and the board was reminded of its committment to San Francisco, where the 1939 convention originally was scheduled. Unless there are unforeseen developments, it is expected the sessions will be held in San Francisco next July. This convention would in no wise be supplanted by the special membership meeting contemplated for Chicago next September should the copyright crisis warrant. Convention bids for 1940 also are pending from New Orleans, Louisville, and Hollywood, Fla.

Directors at large elected at the

Board of Directors of NAB

Directors Elected by Districts

†Paul W. Morency, WTIC, Hartford.
(District 1: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island)

†Harry C. Wilder, WSYR, Syracuse
(District 2: New York)

Clifford M. Chafey, WEEU-WRAW, Reading, Pa.
(District 3: Delaware, New Jersey, Pennsylvania.)

†John A. Kennedy, WCHS, Charleston, W. Va.
(District 4: D. C., Maryland, North Carolina, South Carolina, Virginia, West Virginia)

W. Walter Tison, WFLA, Tampa
(District 5: Alabama, Florida, Georgia, Puerto Rico)

†Edwin W. Craig, WSM, Nashville
(District 6: Arkansas, Louisiana, Mississippi, Tennessee)

J. Harold Ryan, WSPD, Toledo
(District 7: Kentucky, Ohio)

John E. Fetzer, WKZO, Kalamazoo
(District 8: Indiana, Michigan)

Gene T. Dyer, WGES-WSBC, Chicago
(District 9: Illinois, Wisconsin)

John J. Gillin, Jr., WOW, Omaha
(District 10: Iowa, Missouri, Nebraska)

Earl H. Gammons, WCCO, Minneapolis
(District 11: Minnesota, North Dakota, South Dakota)

†Herb Hollister; KANS, Wichita
(District 12: Kansas, Oklahoma)

O. L. Taylor, KGNC, Amarillo
(District 13: Texas)

Gene O'Fallon, KFEL, Denver
(District 14: Colorado, Idaho, Utah, Wyoming, Montana)

Howard Lane, KFBK, Sacramento
(District 15: California, excluding San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial counties; Nevada, Hawaii)

Donald W. Thornburgh, KNX, Hollywood
(District 16: Arizona, New Mexico, California, including counties excepted in District 15)

C. W. Myers, KOIN-KALE, Portland, Ore.
(District 17: Alaska, Oregon, Washington)

*** Directors at Large**

Clear Channel

Frank M. Russell, NBC, Washington

Harold V. Hough, WBAP, Fort Worth

Regional Channel

George W. Norton Jr., WAVE, Louisville

Don S. Elias, WWNC, Asheville, N. C.

Local Channel

†John Elmer, WCBM, Baltimore

Harry Spence, KXRO, Aberdeen, Wash.

* Elected at 1939 convention.
† Constitute executive committee.

"I'll tackle anything once!"

It seems one of the boys in our New York office was calling on an agency in connection with a certain cosmetic account, when suddenly the same agency asked him what we knew about the midwestern market for farm tractors. After he recovered from the shock, our New York lad rallied nicely, called on our Chicago and Detroit offices for help, and went to work.

Here's what that agency received —completely prepared in our offices within ten days: A map of tractor distribution county by county in the 13 states involved. A 4-color map showing density of tractors by counties —with coverage areas of several stations super-imposed. A separate tabulation of farms and tractors in these states with percentage comparisons. An analysis of tractor age and investment with some facts on distribution and their marketing. Dull reading to you, perhaps—but not to the recipient (at least so he said).

No — tractors aren't our bread and butter. Neither are bath salts or steam shovels. But if you want some help with them —or anything else—we'll go to bat for you. How about *now?*

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KGKO	Ft. Worth-Dallas
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	247 Park Ave.	New Center Bldg.	One Eleven Sutter	C. of C. Bldg., Richmond 6184	617 Walton Bldg.
Franklin 6373	Plaza 5-4131	Trinity 2-8444	Sutter 4353	650 S. Grand Ave., Vandike 0569	Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 17. No. 2 WASHINGTON, D. C., JULY 15, 1939 $3.00 A YEAR—15c A COPY

NAB Adopts Code, Demands ASCAP Action

By SOL TAISHOFF

Copyright Convention by Sept. 15 Authorized; Vote of Confidence Given Miller; Advertising Bans Specified

INSPIRED by the leadership of its first paid president, Neville Miller, an embattled NAB swept through its 17th annual convention in Atlantic City July 10-13 and quickly adopted means of self-regulation through a voluntary code and program standards that mean dollars out of pocket. This was followed by a mobilization of forces for a declaration of war against ASCAP unless it stops stalling and is willing to deal equitably within the next fortnight.

After giving President Miller, who made his debut before the NAB membership in his first annual convention, an enthusiastic vote of confidence, nearly 400 broadcasters, representing 273 member stations present, went "down the line" with him on the industry's most pressing problems. In less than two hours Mr. Miller delivered his report on copyright, proposed a resolution, and got a unanimous vote when the issue came before the convention July 12. On the preceding day, by an overwhelming vote of 148 to 26, the convention had adopted the basic code for self-regulation, after the original draft had been rather drastically revised. Action on the code, which contains plenty of teeth, was followed by adoption of a resolution, without dissent, banning 13 specific types of advertising.

Copyright Convention

The copyright action presages the calling of a special convention in Chicago not later than Sept. 15. The Copyright Committee, which Mr. Miller heads, has set Aug. 1 as its deadline for a proposal from ASCAP for a new performing rights contract to supplant the several varieties now in force when they expire Dec. 31, 1940. The industry demands a basis involving payment on commercial programs using ASCAP music only with clearance at the source.

Inasmuch as the Copyright Committee already has practically despaired of getting anywhere with ASCAP because of its dilatory methods, it is expected the September convention will be called. A war chest to carry on without ASCAP after Dec. 30, 1940, would be set up at such a convention through station contributions, looking toward arrangements with non-ASCAP publishers and greater use of tax-free music. The Copyright Committee would devise an operating plan for approval of the special convention.

In adopting the self-regulation code, some dissension developed. Opposition was largely premised upon the view that no code was necessary and that stations, if they meet their public service obligation, automatically would function in the fashion prescribed. Nevertheless, it was clear that the placing of limitations on commercial announcements, particularly as they affect network daytime programs, will entail some hardship while a substantial loss of revenue may result from the ban on the sale of time for broadcasting of controversial issues, other than political, and from the combined effect of this restriction with a rule on the religious broadcasts which specifies they must be spiritual, and not crusading. The latter strikes especially at special-network commercials of several well-known ecclesiastics.

Enforcement Up to Board

Enforcement of the code provisions was left to the incoming board of 23 broadcasters, which is authorized by resolution to devise the machinery necessary for compliance. The effective date, originally set for Sept. 24, coincident with the change from daylight time, also was left to the board's discretion.

In a four-hour session July 13 immediately following adjournment of the convention, the new board of directors promptly sailed into code follow-through. Directing President Miller to study plans for formation of the code compliance machinery, the board will meet again in September to take action. At the September meeting the board also will announce the date on which the self-regulation project will become effective.

A new executive committee, to function with Mr. Miller for the ensuing year, also was named by the board. Edwin W. Craig, WSM, Nashville, John Elmer, WCBM, Baltimore and Herb Hollister, KANS, Wichita, were renamed. New members are John A. Kennedy, WCHS, Charleston, Paul W. Morency, WTIC, Hartford and Harry C. Wilder, WSYR, Syracuse. The latter three replace Walter J. Damm, WTMJ, Milwaukee, and Mark Ethridge, WHAS, Louisville, who have retired from the board, and F. M. Russell NBC vice president, who requested that he be not continued on the smaller committee, though he remains as a board member.

Next Year's Convention

There was discussion of next year's regular convention, and the board was reminded of its committment to San Francisco, where the 1939 convention originally was scheduled. Unless there are unforeseen developments, it is expected the sessions will be held in San Francisco next July. This convention would in no wise be supplanted by the special membership meeting contemplated for Chicago next September should the copyright crisis warrant. Convention bids for 1940 also are pending from New Orleans, Louisville, and Hollywood, Fla.

Directors at large elected at the

Board of Directors of NAB

Directors Elected by Districts

†Paul W. Morency, WTIC, Hartford.
(District 1: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island)

†Harry C. Wilder, WSYR, Syracuse
(District 2: New York)

Clifford M. Chafey, WEEU-WRAW, Reading, Pa.
(District 3: Delaware, New Jersey, Pennsylvania.)

†John A. Kennedy, WCHS, Charleston, W. Va.
(District 4: D. C., Maryland, North Carolina, South Carolina, Virginia, West Virginia)

W. Walter Tison, WFLA, Tampa
(District 5: Alabama, Florida, Georgia, Puerto Rico)

†Edwin W. Craig, WSM, Nashville
(District 6: Arkansas, Louisiana, Mississippi, Tennessee)

J. Harold Ryan, WSPD, Toledo
(District 7: Kentucky, Ohio)

John E. Fetzer, WKZO, Kalamazoo
(District 8: Indiana, Michigan)

Gene T. Dyer, WGES-WSBC, Chicago
(District 9: Illinois, Wisconsin)

John J. Gillin, Jr., WOW, Omaha
(District 10: Iowa, Missouri, Nebraska)

Earl H. Gammons, WCCO, Minneapolis
(District 11: Minnesota, North Dakota, South Dakota)

†Herb Hollister; KANS, Wichita
(District 12: Kansas, Oklahoma)

O. L. Taylor, KGNC, Amarillo
(District 13: Texas)

Gene O'Fallon, KFEL, Denver
(District 14: Colorado, Idaho, Utah, Wyoming, Montana)

Howard Lane, KFBK, Sacramento
(District 15: California, excluding San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial counties; Nevada, Hawaii)

Donald W. Thornburgh, KNX, Hollywood
(District 16: Arizona, New Mexico, California, including counties excepted in District 15)

C. W. Myers, KOIN-KALE, Portland, Ore.
(District 17: Alaska, Oregon, Washington)

*** Directors at Large**

Clear Channel

Frank M. Russell, NBC, Washington

Harold V. Hough, WBAP, Fort Worth

Regional Channel

George W. Norton Jr., WAVE, Louisville

Don S. Elias, WWNC, Asheville, N. C.

Local Channel

†John Elmer, WCBM, Baltimore

Harry Spence, KXRO, Aberdeen, Wash.

* Elected at 1939 convention.
† Constitute executive committee.

convention were Mr. Russell, NBC vice-president, and Harold V. Hough, WBAP, Fort Worth, for clear channel stations; George W. Norton Jr., WAVE, Louisville, and Don S. Elias, WWNC, Asheville, N. C., for regional channel stations, and John Elmer, WCBM, Baltimore, and Harry Spence, KXRO, Aberdeen, Washington, for local stations. Messrs. Russell, Hough and Elmer were reelected, though Mr. Russell last year served as regional member.

A total ballot of about 130 was cast for the at-large directorships, which are for one-year terms. The board of 23 is made up of 17 regional directors,, all of whom are nominated by member stations in their own districts, rather than by balloting at the general convention, under the new by-laws.

Close Elections

Several of the election contests were very close. While the breakdown was not disclosed, it is understood that Messrs. Elias and Spence won by less than 10-vote margins from Ed Craney, KGIR, Butte, and William West, WTMV, East St. Louis, respectively. There was practically no electioneering, in contrast to former years. Mr. Norton was declared elected unanimously, when Don Searle, KOIL-KFAB, Omaha-Lincoln, withdrew his nomination because of inability this year to devote required time to the post.

Further proof that the membership stood squarely behind President Miller came just prior to convention adjournment July 13 when a resolution unanimously was adopted commending him for his forceful stand against the FCC's international broadcast rule on program censorship grounds. It was doubly significant because members of the FCC had more than hinted that they looked with disfavor upon his frontal attack.

On the closing day, the membership again resolved in favor of a full three-year term broadcast license. While appreciative of the FCC's recent action in extending licenses from six months to one year, the convention resolved in favor of a continued quest for the three-year authorization permitted under the law itself.

Reaction to Code

General reaction to the code appeared to be favorable, although a number of newspapers took the view that in undertaking it NAB established a dangerous precedent. David Lawrence and Gen. Hugh Johnson questioned wisdom of the ban on sale of time for controversial discussions, the former asserting it was a type of discrimination that might be overturned in the courts. The *New York News* vehemently attacked the move as self-censorship and bending to the FCC's will, in an editorial appearing the day before NAB action.

American Civil Liberties Union, vigorous anti-censorship group, through one of its officials observed "to the utter astonishement of both the NAB and the Union we find ourselves in complete accord." Several women's organizations identified with criticism of children's programs, offered their congratulations. The *New York Times* July 13 said editorially, "the new code appears to be as well-considered as It is public spirited." It added, however, actual experience with it is "the real test by which it must ultimately be judged."

Adoption of the code followed detailed studies by the NAB Program Standards Committee begun last fall. While some broadcasters have persistently opposed such a declaration, it was felt that in order to silence outside criticism, whether warranted or not, it was desirable to modify and expand the NAB's old code of ethics which has been in force since 1923 and which was enlarged in 1935. Some skepticism prevailed as to the ability of the NAB to enforce the code provisions, but it was expected that except for a possible outer fringe the membership of 425 stations would adhere to the letter and the spirit of the document.

Action came after the code committee, which had been in almost constant session since July 8, had all but rewritten the original proposed code submitted to the membership 30 days before the convention. Yet the shorter code, simple in language and form, carried practically all the context of the original proposal. Proposed standards of practice, which discoursed lengthily on such subjects as children's programs, controversial commercials, religious commercials and the like, were ripped out entirely and in their stead a separate resolution, listing the 13 taboos for radio, was adopted unanimously.

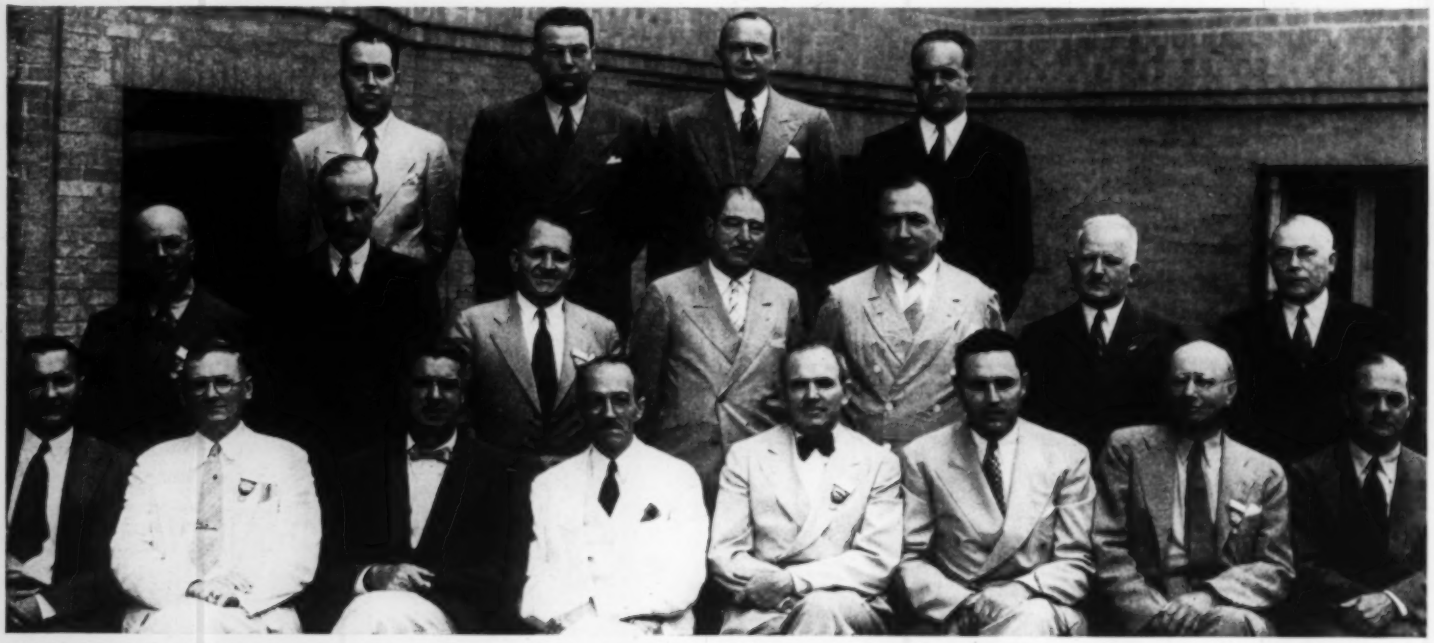
While there were some misgivings about the adoption of the code as the convention started, they were all but dispelled when Stephen Early, secretary to the President, addressed the convention July 11 and discussed intimately some of the problems of the industry. He allayed completely the fear of undue Government interference with private commercial radio and praised certain provisions in the originally-proposed code draft dealing with the handling of news and the discussion of controversial issues.

Network Cooperation

The bold copyright stand came after practically all branches of NAB station membership—including network affiliates, regionals and locals—had resolved in group meetings in favor of the "per-program" or "pay-as-you-use" formula, with the assurance that the networks would clear their music at the source, thus relieving network affiliated stations of the necessity of having ASCAP licenses for such programs. Newspaper-owned stations, at a meeting attended by 78 owners and managers, took a similar stand. All deprecated the present method of payment whereby the majority of the stations are obliged to contribute 5% of their receipts plus an arbitrary sustaining fee. In round figures, it is estimated by ASCAP that it receives less than $4,000,000 a year from radio under the present contracts. Within the

Convention Banquet

THE NAB convention banquet, climaxing the general sessions July 12, drew praise from the nearly 600 persons attending, who remained in the banquet hall five hours during the dinner and entertainment program which followed. With no speeches other than the announcement of the winners of the BROADCASTING golf trophies, the event featured entertainment furnished jointly by CBS, NBC and MBS. The program, which received for its joint sponsors the thanks of the convention through a resolution adopted July 13, was particularly well accepted because it featured vaudeville rather than the radio acts "with which we are so familiar in our regular business", the resolution stated. The 2½-hour entertainment headlined Henry Youngman, of the *Kate Smith Hour*, as master of ceremonies, Bob Hall, Jane Pickens, *The Debonairs*, and several other well-known acts and artists.



NAB'S NEW BOARD convened in Atlantic City within an hour after adjournment of the 17th Annual Convention to set in motion immediately operations for 1939-40. Bottom row (l to r) are Paul W. Morency, WTIC, Hartford, an official of the trade association in its pioneer days; W. Walter Tison, WFLA, Tampa; Herb Hollister, KANS, Wichita; John Elmer, WCBM, Baltimore; President Neville Miller; John E. Fetzer, WKZO, Kalamazoo; Don S. Elias, WWNC, Asheville; Harry C. Wilder, WSYR, Syracuse. Middle row: Earl H. Gammons, WCCO, Minneapolis; George W. Norton Jr., WAVE, Louisville; Clifford M. Chafey, WEEU-WRAW, Reading, Pa.; C. W. Myers, KOIN, Portland, Ore.; John A. Kennedy, WCHS, Charleston, W. Va.; J. Harold Ryan, WSPD, Toledo; Edwin M. Spence, NAB secretary-treasurer. Back row: Howard Lane, KFBK. Sacramento; O. L. Taylor, KGNC, Amarillo; Donald W. Thornburgh, CBS vice-president, Los Angeles; F. M. Russell, NBC vice-president, Washington. Absent when the photograph was made were Gene O'Fallon, KFEL, Denver; Harold V. Hough, WBAP, Fort Worth; Edwin W. Craig, WSM, Nashville; John J. Gillin Jr., WOW, Omaha; Gene Dyer, WGES, Chicago; Harry Spence, KXRO, Aberdeen, Wash.

Full Text of Final Code Adopted by NAB Convention

Recognizing the importance of radio broadcasting in the national life and believing that broadcasters now have had sufficient experience with the social side of the industry to formulate basic standards for the guidance of all, the National Association of Broadcasters hereby formulates and publishes the following revised Code:

Children's Programs

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs must not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to overstimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature will be permitted.

To establish acceptable and improving standards for children's programs, the National Association of Broadcasters will continuously engage in studies and consultations with parent and child study groups. The results of these studies will be made available for application to all children's programs.

Controversial Public Issues

As part of their public service, networks and stations shall provide time for the presentation of public questions including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot such time with fairness to all elements in a given controversy.

Time for the presentation of controversial issues shall not be sold, except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly-balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fairsided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.

Educational Broadcasting

While all radio programs possess some educative values, broadcasters nevertheless desire to be of assistance in helping toward more specific educational efforts, and will continue to use their time and facilities to that end and in cooperation with appropriate groups, will continue their search for improving applications of radio as an educational adjunct.

News

News shall be presented with fairness and accuracy and the broadcasting station or network shall satisfy itself that the arrangements made for obtaining news insure this result. Since the number of broadcasting channels is limited, news broadcasts shall not be editorial. This means that news shall not be selected for the purpose of furthering or hindering either side of any controversial public issue nor shall it be colored by the opinions or desires of the station or network management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions and, therefore, nothing in the foregoing shall be understood as preventing news broadcasters from analysing and elucidating news so long as such analysis and elucidation are free of bias.

News commentators as well as all other newscasters shall be governed by these provisions.

Religious Broadcasts

Radio, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

Commercial Programs and Length of Commercial Copy

Acceptance of programs and announcements shall be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, radio advertising, testimonials and other statements comply with pertinent legal requirement, fair trade practices and accepted standards of good taste.

Brief handling of commercial copy is recommended procedure at all times.

Member stations shall hold the length of commercial copy, including that devoted to contests and offers, to the following number of minutes and seconds:

Daytime

Fifteen-minute programs	— 3:15
Thirty-minute programs	— 4:30
Sixty-minute programs	— 9:00

Nighttime

Fifteen-minute programs	— 2:30
Thirty-minute programs	— 3:00
Sixty-minute programs	— 6:00

Exceptions:

The above limitations do not apply to participation programs, announcement programs, "musical clocks," shoppers' guides and local programs falling within these general classifications.

Because of the varying economic and social conditions throughout the United States, members of the NAB shall have the right to present to the NAB for special ruling local situations which in the opinion of the member may justify exceptions to the above prescribed limitations.

Types of Unacceptable Advertising

Resolution of Program Standards Committee Adopted by Convention

TO CLARIFY the phrase "Accepted Standards of Good Taste" and the canons of good practice set forth in the NAB Code, therefore be it Resolved, that member stations shall not accept for advertising:

1. Any spirituous or "hard" liquor.
2. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.
3. Any fortune-telling, mind-reading, or character-reading, by handwriting, numerology, palm-reading, or astrology, or advertising related thereto.
4. Schools that offer questionable or untrue promises of employment as inducements for enrollment.
5. Matrimonial agencies.
6. Offers of "homework" except by firms of unquestioned responsibility.
7. Any "dopester", tip-sheet or race track publications.
8. All forms of speculative finance. Before member stations may accept any financial advertising, it shall be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.
9. Cures and products claiming to cure.
10. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.
11. Continuity which describes, repellently, any functions of symptomatic results of disturbances, or relief granted such disturbances through use of any product.
12. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.
13. Misleading statements of price or value, or misleading comparisons of price or value.

---

industry, however, the figure has been reported as possibly a million dollars more.

Before adopting the "declaration of war" resolution, the convention heard from President Miller a report on conversations with ASCAP. In no uncertain terms, the NAB head said he felt it was time to give the Society an ultimatum, and then, if necessary, have ample time in which to prepare for operation without ASCAP music.

Deadline to Be Fixed

Cooperation of the major networks in the ASCAP situation was seen as a result of the session. Edward Klauber, executive vice-president of CBS and a member of the negotiating committee, drew a salvo of applause when he stated he felt the networks would go along with the industry.

The resolution itself sets forth that the industry is willing to pay a fair and reasonable price for ASCAP music, but that broadcasters believe that any such arrangement must be predicated upon paying for the music used. It authorized continuance of the present copyright committee, with virtual plenary powers. The committee was authorized to fix a deadline in its negotiations, which it already has set as Aug. 1. If it concludes that no good purpose is served by postponement of its deadline it was instructed to "prepare such measures as are necessary and expedient to enable the industry to provide sufficient music for its requirements without ASCAP on the expiration of the existing ASCAP contracts Dec. 31, 1940". Finally the resolution authorized, in such event, the calling of the special convention "not later than Sept. 15 to vote the funds necessary for such measures."

Work of Committee

The Copyright Committee, which will carry on under the sweeping resolution, delegated its negotiating powers several months ago to a group of five, headed by President Miller and comprising, NBC President Lenox R. Lohr, Mr. Klauber, Samuel R. Rosenbaum, president of WFIL, Philadelphia, and John Elmer, president of WCBM, Baltimore, and the last broadcaster-president of the NAB.

The full committee, in addition to these named, includes Walter J. Damm, WTMJ, Milwaukee; Gregory Gentling, KROC, Rochester; Clair McCullough, WGAL, Lancaster, Pa.; John Shepard 3d, Yankee Network; Theodore C. Streibert, MBS-WOR vice-president; Harold Wheelahan, WSMB, New Orleans; I. R. Lounsberry, WGR-WKBW, Buffalo.

The general attitude of the membership, which voted the new NAB into being at an emergency convention in Washington in February, 1938, was that it had more than fulfilled expectations. President Miller, former mayor of Louis-

A United Industry Discovers Its Own Strength—*An Editorial*

BROADCASTING, as a business, has come of age. This was proved at the NAB's Atlantic City convention.

There was proof of it when the membership of the association swept into effect a voluntary code which means sacrifice of business, at least at the start. But the last vestige of doubt was erased when, by unanimous vote, the broadcasters called ASCAP's bluff and gave it until Aug. 1 to make up its mind to deal equitably and reasonably, or risk radio's unified effort to get along without its repertory.

Eighteen months ago a floundering, innocuous trade association, torn with dissension, was tossed overhead. A new organization was created at a momentous emergency convention in Washington. The plan called for a permanent president—an industry leader. The quest ended just a year ago when Neville Miller, the famous "flood mayor" of Louisville, was selected.

During the last year President Miller has probed and analyzed. He has worked quietly and unostentatiously, surrounded by a group of specialists who also started from scratch in trade association pursuits. He stepped before the full membership for the first time at the convention.

Perhaps there were broadcasters who were skeptical about the new order before the convention started. But after Neville Miller gave an accounting of his stewardship, marshalled the self-regulation code over the jumps, and exploded his charge of TNT in ASCAP's face, all doubt vanished. He proved that work had been done and he displayed the kind of courageous leadership broadcasters have long craved.

The original code was too stringent for some members and too innocuous for others. It had to be revamped sharply by the committee to which it was entrusted before presentation to the convention. Trial and error will tell whether it is a worthy effort. We believe it is a necessary start in the right direction. Revenue lost today by virtue of certain of its provisions can be regarded as insurance for tomorrow's operations. Whether necessary or not, it certainly should quell the bleatings of the pressure groups.

The copyright action was more than justified. ASCAP's stalling tactics, seeking information on this, and study on that, could no longer be condoned by Mr. Miller or his Copyright Committee associates. After all, the industry has been cajoled into eleventh hour crises before by ASCAP and others, and Mr. Miller apparently has read well the records of past negotiations.

A special convention in September is likely, for it is hardly expected that ASCAP will suddenly capitulate to a pay-as-you-use royalty formula, uniform as to all stations, to which the majority of the industry is committed. That same majority is willing to contribute to a fund to set up machinery under which the industry would operate without ASCAP's music after Dec. 31, 1940. ASCAP says it can't be done, but so did Warner Bros. in 1935. The Warners are now back in ASCAP.

The networks are committed to stand with the NAB in the copyright fight. They cannot afford another split in industry ranks. Through top executives they have worked assiduously on the ASCAP negotiations. They can be relied upon to follow through.

In another respect the Atlantic City convention was refreshing. The speech of Steve Early, secretary to the President, certainly tickled the cockles of the composite radio heart, in contrast to addresses of other Government officials in past years, during which everything but the Washington Monument was hurled at radio. Instead, Mr. Early, a crack newspaper correspondent before he became a Roosevelt aide, showed keen appreciation of the problems and was reassuring all down the line. While he did not speak for the President, he is his chief advisor on radio and press matters, and from the authoritative tone of his speech we are inclined to believe he in large measure reflected the views of the Chief Executive.

As for the convention itself, it was a great success, chiefly because it revealed that broadcasters have acquired a new respect for themselves and for their business. Its success was a tribute to Neville Miller and his able staff. Its accomplishments were a tribute to a hardy group of broadcasters who two years ago saw the necessity for a change, and followed through to see their judgment more than vindicated.

---

ville, who came to the industry helm on July 1 of last year, after serving as an executive of Princeton University, in his handling of the convention displayed an amazing grasp of industry affairs, in the opinion of broadcasters, many of whom met him for the first time.

Significant was the presence of both Messrs. Lohr and Klauber, the executive operating heads of their respective networks. It was Mr. Klauber's first convention and Maj. Lohr had attended one previous annual meeting. Both were amply flanked by headquarters officials and by executives of their owned and managed stations.

While the attendance did not break all records as to gross, the delegate registration perhaps equalled that of any previous convention. The number of member registrations, including associates in operations related to broadcasting such as transcription companies and station representatives, was 394. There were 136 non-member registrations of all kinds, while 78 ladies also registered for non-convention activity. The overall attendance, including a dozen members of the NAB staff, was approximately 620.

Craig Traces History

Edwin M. Spence, secretary-treasurer of the NAB, formally opened the convention as chairman of the committee in charge of arrangements. He introduced Edwin W. Craig, executive vice-president of the National Life & Accident Insurance Co., of Nashville, and the head of WSM. A strong figure in the reorganization of the NAB, and one of the most ardent workers in the association, Mr. Craig traced the history of the organization activity prior to the last convention in February, 1938, prefacing his introduction of President Miller.

There was rapt attention as Mr. Craig recalled that two years ago the NAB was on the verge of collapse, "floundering helplessly before the stronger organization oppositions which attacked from every side and found us easy prey." He reviewed the work of the Reorganization Committee, which drafted the plan creating the new and revitalized NAB, which he cited as a superb example of industrial cooperation since its membership was a cross-section of all elements in the industry.

The lesson learned, Mr. Craig recalled, was that despite the differences of the problems of individual groups, composure could be established "in an unselfish approach to the common good . . . We found we could promote the peculiar welfare of each by serving the common good of all." Members of the Committee were lauded by Mr. Craig for their unselfish work in drafting the reorganization plan, which was unanimously adopted at the convention in Washington in February, 1938. In addition to Mr. Craig, the members were Mark Ethridge of WHAS, Louisville who served as temporary president after the reorganization, and assumed the leadership in revitalizing the trade association; Edward Allen, WLVA, Lynchburg, representing independent stations; Ed Craney, KGIR, Butte, described by Mr. Craig as "a courageous young man who has fought for his convictions and for the viewpoint of those whom he has chosen to call 'average broadcasters';" Walter Damm, WTMJ, Milwaukee; John Shepard 3d, Yankee Network president, and chairman of the National Association of Regional Broadcast Stations. Philip G. Loucks, Washington attorney and former NAB managing director, who served as committee counsel, was commended for his service also.

Praise for Miller

In introducing Mr. Miller as the first permanent president of the reorganized NAB, Mr. Craig declared he is "more than a leader of courage, of outstanding ability, of unquestioned integrity and sincerity", but also "a symbol . . . of an industry grown up, aware of its social responsibilities and self-respecting as to its right. He is in

Convention's ASCAP Resolution

FOLLOWING is the text of the resolution adopted by the NAB convention July 12, authorizing a special convention by Sept. 15 unless an equitable solution of the ASCAP copyright problem is obtained by Aug. 1:

Whereas the existing contracts between broadcasters and ASCAP expire Dec. 31, 1940; and, whereas ASCAP is now the principal source through which music is made available to American broadcasters and whereas broadcasters are thereby willing to pay a fair and reasonable price for ASCAP music and encourage composers, authors and publishers to continue to produce the best possible music; and, whereas further the broadcasters believe that any fair and reasonable price must be predicated upon paying for the music used, therefore, be it resolved that

1. The present copyright committee is continued as a special copyright committee with the powers and duties herein stated.

2. The copyright committee is authorized and directed through a negotiation committee to conclude with ASCAP a form of contract to be recommended to the entire industry for a term of years, on a basis acceptable to the industry.

3. The copyright committee is authorized to fix a deadline for conclusion of the principal terms of such a deal.

4. The copyright committee, if in its judgment no good purpose is served by postponement of its deadline, is authorized to prepare such measures as are necessary and expedient to enable the industry to provide sufficient music for its requirements without ASCAP on the expiration of the existing ASCAP contracts Dec. 31, 1940.

5. The copyright committee is authorized in such event to call a special convention of the industry not later than Sept. 15 to vote the funds necessary for success of such measures.

THE AWARD, maybe for Wheeling Steel and maybe not. In any event, we find (l to r) W. C. Swartley, WOWO-WGL, Fort Wayne; George W. Smith, WWVA, Wheeling; W. Ward Dorrell, John Blair & Co.; John Blair, John Blair & Co.

CHECKING IN right up front is handsome Jack McCormack, KWKH-KTBS, Shreveport, and then (l to r) Carl Havelin, Davis & Swegler; Jim Connolly, Branham Co., New York; Hope H. Barroll Jr., WFBR, Baltimore; and Robert S. Maslin Jr., WFBR.

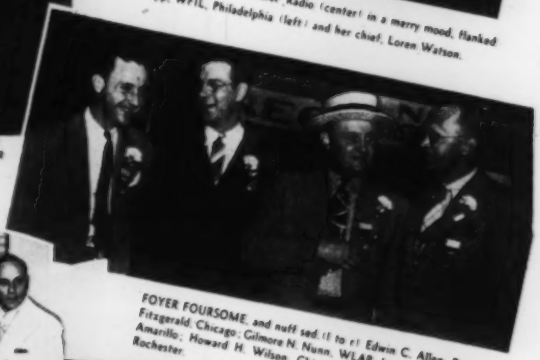
THE WIVES CAN TAKE IT, and they merely smile at boardwalk concessionaire's scarehead held by Stanley Hubbard, KSTP, St. Paul (left). Next to him are (l to r) Mrs. William J. Scripps; Mrs. Stanley Hubbard; William J. Scripps, WWJ, Detroit.

PROMOTION EXHIBIT provides background for this group (l to r) Harold Burke, WBAL, Baltimore; E. M. Stoer, Hearst Radio; Stanley N. Schultz, WLAW, Lawrence, Mass.; Frank Smith, WWSW, Pittsburgh, Pa.

LAMBDIN KAY, the "Little Colonel" of WSB, Atlanta (second from left) tells about it to (l to r) Clark Luther, KFH, Wichita; Vernon Reed, KFH; P. S. Clark, KFH.

VIVACIOUS Peggy Stone of Hearst Radio (center) in a merry mood, flanked by Roger Clipp, WFIL, Philadelphia (left) and her chief, Loren Watson.

THE WIVES, too, were present to the number of more than 100. In this group are (l to r) Mr. and Mrs. William B. Hess, WDRC, Hartford; Mr. and Mrs. William F. Malo, WDRC; Mr. and Mrs. Howard M. Loeb, WFDF, Flint, Mich. The Atlantic City convention, incidentally, was the seventh consecutive for Mrs. Loeb.



FOYER FOURSOME, and nuff sed (l to r) Edwin C. Allen, Reynolds-Fitzgerald, Chicago; Gilmore N. Nunn, WLAP, Lexington, and KFDA, Amarillo; Howard H. Wilson, Chicago rep.; Gunnar Wiig, WHEC, Rochester.

SKEET BALL is a diversion for Ned Twamley, WBEN, Buffalo (left) and Cliff Taylor, WBEN, as Carl Everson, WHKC, Columbus, looks on.

BACKED TO THE WALL was NAB President Neville Miller (left), in this genial set-to. Flanking him (l to r) are Dean Fitzer, WDAF, Kansas City, R. P. Jordan, WDBJ, Roanoke, Campbell Arnoux, WTAR, Norfolk.

AT NEWSPAPER RADIO meeting, intense onlookers are Clarence Wheeler, WHEC, Rochester; Carl Everson, WHKC, Columbus; H. K. Carpenter, WHK-WCLE, Cleveland.

REGGIE SCHUEBEL, of The Blaw Co., petite and popular timebuyer, creates a traffic jam at the registration desk.

INDUSTRY NOTABLES pause for parley. Left to right: Gilson Gray, CBS; Fred Borton, WQAM, Miami; Edwin W. Craig, WSM, Nashville; Edward Klauber, CBS; C. W. Myers, KOIN-KALE, Portland, Ore.

WAXED IN MIDDLE was A. B. Sambrook, station relations manager of World Broadcasting System (center). Bert Horswell, KRIC, Beaumont, Tex. (left) was dishing it to "Red" Cross, WMAZ, Macon.

short the symbol of the American System of Broadcasting.

Extolling Mr. Miller as a man who came to the industry just a year before without radio experience, but with a distinguished record built upon a "high order of analytical and intellectual ability, upon courageous leadership, and upon fearless and vigorous action", Mr. Craig commented upon the speed with which he had absorbed the complexities of radio. He cited the "new tone of confidence which has come over this entire industry during the past year to indicate that we have at the helm a man who carefully charts our course, and who is guiding us past the shoals of common danger which confront each of us."

A volley of applause from the convention floor broke as Neville Miller took the dais to appear for the first time before the membership in annual session. In measured terms, he gave an accounting of his stewardship since he assumed office last July 1, punctuating his remarks with a plea for solidarity, hurling a challenge at self-seeking groups out to "plunder" radio and hailing radio's new "united front" [See story on page 23].

Several times Mr. Miller veered from his prepared text to speak words of praise for members of his staff, all of whom assumed office coincident with the reorganization. Similarly, he deviated from his statement to express thanks to others who had advised and counseled with him, and to Sydney Kaye, New York attorney and copyright expert, and Robert Myers, of the NBC legal staff.

Mr. Miller was followed by Secretary-Treasurer Spence, who gave his report on the fiscal and membership activities of the association since its reorganization [See page 28].

Then President Miller introduced the principal speaker of the convention, Stephen Early, secretary to President Roosevelt, and before that a well-known newspaper correspondent. The speech was carried over combined networks. To the radio audience, Mr. Miller explained that there were present at the convention some 500 broadcasters, who were considering problems of importance to listeners and that the aim was to develop even higher standards of public service. Introducing Mr. Early, Mr. Miller claimed another "first" for radio for it was Mr. Early's initial address in six years as presidential secretary before any trade or other organization.

Dispeller of Fears

In his address [see text on page 19], Mr. Early did much to allay the fears of broadcasters over censorship, Government ownership or other dire threats of undue governmental interference. In an intimate discussion of industry affairs, he provided the springboard for action on the self-regulation code when he praised a provision in the original draft of the proposed code dealing with the discussion of controversial issues.

There was spontaneous applause when he expressed the personal hope that the final regulations governing international broadcast stations, which provoked the program censorship furore, would leave no doubt that freedom of speech "is

AFM Dispensation

DESPITE the presence of the Ambassador Hotel, Atlantic City, on the unfair list of the American Federation of Musicians, the banquet of the NAB July 12 was permitted to have union musicians. Because the hotel had installed recorded music reproducers in its public rooms, AFM had ordered it on the unfair list. When Joseph L. Miller, NAB labor relations director, called AFM headquarters in New York, it was agreed to remove the restriction for the NAB banquet.

American culture" and that "no agency of Government intends to supervise or control the programs broadcast."

President Miller next announced nominations for the six posts of director-at-large, made by the 17 regional directors at an earlier meeting pursuant to the by-laws. Four of the present six directors-at-large were among the dozen nominated, the balloting slated for the closing session July 13.

F. M. Russell, NBC Washington vice-president, an incumbent regional director, was paired against his brother vice-president, William S. Hedges, for one of the clear channel posts. Harold V. Hough, WBAP, Fort Worth, and Lambdin Kay, WSB, Atlanta, both present clear channel directors, were pitted against one another. George W. Norton Jr., WAVE, Louisville, was bracketed against Don Searle, KOIL-KFAB, Omaha-Lincoln, for one of regional posts. Ed Craney, KGIR, Butte, was paired against Don S. Elias, WWNC, Asheville, for the other. John Elmer, WCBM, Baltimore, present local director, was paired against Gilbert Freeman, WTAL, Tallahassee, and William West, WTMV, East St. Louis, against Harry Spence, KXRO, Aberdeen, Wash., for the local directorship held during the last year by Edward A. Allen, of WLVA, Lynchburg, Va.

Two committees, to function for the Convention's duration on specific assignments, also were named by Mr. Miller. One was Resolutions, headed by H. K. Carpenter, WHK, Cleveland, chairman, with E. K. Cargill, WMAZ, Macon; Martin Campbell, WFAA, Dallas; Harold A. Lafount, WCOP, Boston, and E. E. Hill, WTAG, Worcester, as members. The other was Elections, with Father Wallace A. Burk, WEW, chairman, and Leo B. Tyson, KMPC, Los Angeles, and Campbell Arnoux, WTAR, Norfolk, members.

With the conclusion of the morning session, the convention adjourned for a luncheon meeting and heard Carl E. Milliken, secretary, Motion Picture Producers & Distributors of America, and former governor of Maine, discuss industrial self-regulation [See page 22].

Vote on Code

The overwhelming 6 to 1 vote for the self-regulation code came at the closed session July 11. As adopted, it was radically different from the proposed code as submitted to the membership 30 days in advance of the convention. The Program Standards Committee, which compiled the original draft, met in virtually continuous session from July 8 until July 11 revising its provisions not only on the basis of comments and criticisms received from members but also in the light of reactions from other groups within and outside the industry.

Not a significant change was made in the code as revised, when it was presented to the membership except alterations in phraseology. But the Program Standards Committee, in its deliberations, had revised it sharply, simplifying the language and ripping from it the proposed Standards of Practice. An entirely new tack was taken to cover the corollary standards. The committee brought in a resolution covering "Accepted Standards of Good Taste", under which any interpretation of that phrase would cover, among other things, refusal to accept specific types of advertising. The vote on this resolution, however, was deferred until the following day.

Enforcement Up to Board

In approving the basic code, the convention adopted a resolution providing that the incoming board of directors be authorized "to devise the machinery necessary to insure compliance of members with the code". Also left to the board was the fixing of the effective date. In the original proposal the effective date would have been Sept. 24, coincident with the change from daylight savings time.

In the committee sessions prior to the convention action, midnight oil was burned to compose conflicting viewpoints. Retention of the percentage limitations on commercials, which became an issue, was agreed upon with only one modification from the original draft. This exception was a recognition of the varying economic and social conditions in different geographical areas because of which stations were given the right to present to the NAB for special ruling local situations which in the opinion of the member station might justify exception to the specified limitations.

The 148 to 26 vote caused some consternation in view of the registration of nearly 400 member broadcasters. However, the voting delegate figure was considerably lower by virtue of multiple registrations for many stations.

The opposition vote of 26 was attributed largely to the feeling among certain members that a code expression as such was unnecessary, since responsibility for operation in the public interest rested upon their shoulders. Moreover, it was evident that certain stations

Annual Golf Match Ends in Triple Tie; Pyle, Carmichael, Butcher Win Honors

THREE of radio's best weekday divot-diggers fought wind and rain to end in a triple-tie for first place in the NAB blind bogey tournament for the BROADCASTING trophy, held July 9 at Northfield Country Club near Atlantic City. The three winners, who carded a net of 81 in the 18-hole medal play, were Harry C. Butcher, CBS Washington vice-president; K. W. Pyle, manager of KFBI, Abilene, Kan., and V. E. (Mike) Carmichael, of KWK, St. Louis. Mr. Butcher, a trophy winner in the 1937 tourney at Chicago, declined to accept the cup a second time and duplicate trophies were awarded the other two winners.

CO-WINNERS of the BROADCASTING golf trophy were V. E. (Mike) Carmichael, KWK, St. Louis, and K. W. Pyle, KFBI, Abilene, Kan., so duplicate cups will be awarded them for permanent possession. Tied with them in the "blind bogey" draw, each with an 81 net score, was Harry C. Butcher, CBS, Washington, who withdrew because he won the trophy in 1937.

The 36 entrants in the competition found heavy going in the wind and heavy rain that swept the course during most of the afternoon. Due to the drenching, 15 players failed to finish. Of the 21 who posted 18-hole scores, Gerald King, president of Standard Radio, won low gross with an 85, and B. F. McClancy, NBC, traffic manager, carried off low net honors with 100-28-72.

Winning scores, based on gross score minus handicap, with the winning net score selected by lot, included an 89-8-81 for Mr. Carmichael, 95-14-81 for Mr. Butcher, 101-20-81 for Mr. Pyle.

Individual scores follow:

	Gross	*h'cap*	*Net*
Gerald King, Standard Radio	85	8	77
V. E. Carmichael, KWK	89	8	81
Robert T. Convey, KWK	90	6	84
Ed Voynow, Edw. Petry & Co.	91	13	78
R. J. Laubengayer, KSAL	92	13	79
C. F. Phillips, WFBL	93	18	75
Frank Roberson, Washington	95	22	73
Harry C. Butcher, CBS	95	14	81
Wm. Cartwright, Edw. Petry & Co.	96	18	78
H. H. Hoessley, WHKC	97	13	84
Douglas Hibbs, WTEL	98	25	73
John Gillin Jr., WOW	99	21	78
B. F. McClancy, NBC	100	28	72
K. W. Pyle, KFBI	101	20	81
Paul H. Raymer, Paul H. Raymer Co.	101	18	83
Don Mersereau, Radio Daily	104	25	79
Howard Lane, McClatchy	107	24	83
Wm. S. Hedges, NBC	108	25	83
Don S. Elias, WWNC	114	18	96
Phil Merryman, NBC	116	25	91
Joe Lang, WHOM	126	30	96

Failing to finish were Frank E. Mullen, RCA; P. J. Myer, KFYR; John Elwood, New York; Niles Trammell, NBC; Bond Geddes, RMA; C. T. Hagman, WTCN; George Moscovics, KNX; E. H. Gammons, WCCO; Reginald Martin, WJNO; J. W. Rodgers, WROK; Steve Willis, WPRO; Ben Ludy, WIBW; Felix Morris, WIBW; Ed McKernan, WIBW; J. Leonard Reinsch, WHIO.

NAB Golf Tournament FOR BROADCASTING Broadcast Advertising Trophy

POINTING THE WAY—K. W. Pyle, KFBI, Abilene, Kan., co-winner of tournament shows R. L. Laubengayer, KSAL, Salina, Kan., the way to win championships. This pair was first out in the meet, and Mr. Pyle used only three clubs to score his net of 81.

TRAMMELL IN TROUBLE—Deep in a sandtrap on fourth green is NBC's executive vice-president, Niles Trammell, but he blasted his way out.

NOT SO INTERESTED—Is Harry C. Butcher, CBS Washington v.p. (left) as his foursome takes a gander at the cup which he later won in a triple-tie but declined accepting because he won it in 1937. Others in his foursome (l to r) are Don S. Elias, WWNC, Asheville, N. C.; Frank Roberson, Washington; Harry Hoessley, WHKC, Columbus.

HOW TO DO IT—Demonstrated with his putter by J. W. Rodgers, WROK, Rockford, as he is watched by (l to r) Doug Hibbs, WTEL, Philadelphia; Steve Willis, WPRO, Providence; Reggie Martin, WJNO, West Palm Beach (stripped to exhibit Florida sun-tan), and C. F. Phillips, WFBL, Syracuse.

FOUR AFTER ONE—Cutting up while awaiting their turn at the tee are (l to r) Bond P. Geddes, RMA; George Moscovics, KNX, Hollywood; Harry C. Butcher, CBS; Earl Gammons, WCCO, Minneapolis; C. T. Hagman, WTCN, Minneapolis.

PRE-PLAY HUDDLE—Jack Stewart (extreme left) lays out the dope for (l to r) Jerry King, Standard Radio; Ed Voynow, Edw. Petry & Co.; Howard Lane, McClatchy Broadcasting System; Bill Cartwright, Edw. Petry & Co.

SWING SYMPHONY—V. E. (Mike) Carmichael, KWK, St. Louis (left) demonstrates form which made him co-winner of a BROADCASTING trophy; he is assisted by Robert T. Conway, KWK (center), and Paul H. Raymer.

PARDON MY PUTTING—Says Frank Mullen, RCA (left) as he chops away on the green with NBC's Niles Trammell (right) blocking the cup while John Elwood, ex-NBC v.p. (with cigarette) and Phil Meyer, KFYR, Bismarck, N. D., cut capers at his side.

ALL IN AT START—Are (l to r) William S. Hedges, NBC; John J. Gillin Jr., WOW, Omaha; Phil Merryman, NBC; B. F. McClancy, NBC. This foursome wore out again in middle of their round under the heavy downpour.

JOE LANG, WHOM, Jersey City, smiles coyly because he finished before the rains came.

did not concur in the view that the industry should adopt minimum standards.

During the three-hour executive session, opposition to certain of the code principles was voiced. The opposition was premised largely on the feeling that an expression of the nature was not essential in code form since stations were duty-bound to observe good taste and maintain operations in the public interest.

The concensus of broadcasters, following the session, was that a meritorious job had been done and that the industry had kept faith by voluntarily imposing restrictions upon its operations which would inure to general good, even though certain of the provisions will result in loss of revenue to some stations. The feeling was that, over the long haul, the basic code would make for more wholesome use of time, particularly in the placing of limitations on length of commercials and in barring from the air programming methods which have proved controversial, repugnant or unwieldy.

A comparison of the code, as adopted, with the original proposed code [BROADCASTING, June 15] reveals that, except for the discarded standards of practice, the fundamental provisions and prohibitions remain the same, though there were sweeping changes in language. The provision dealing with children's programs, proposing a continuous study of the question with parent and child study groups, was largely kept intact.

The provision dealing with controversial public issues, one of the most provocative, was revised from its original form but retained its teeth. Under it, time for the discussion of controversial issues may not be sold except for political broadcasts. Forum type programs, however, are not included.

News and Religion

There was a sharp revision of the clause dealing with news broadcasting. Most important, however, is a ban against injection of editorial opinions in news broadcasts, either by the editor or broadcaster or the advertiser. Freedom from bias in analyzing and elucidating news is specified. The provision also was made applicable to commentators.

A ban on use of time for religious broadcasts which "convey attacks upon another's race or religion", produced considerable discussion. Viewed as a provision that spells the end of crusading clergymen who have stirred up controversy in recent months, the code says that the purpose of the religious broadcast should be 'to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community".

The Program Standards Committee, appointed last fall by President Miller, which was responsible for the production of the self-regulation creed, comprised in addition to Mr. Miller as chairman: Edgar L. Bill, WMBD, Peoria; Mr. Craney; Mr. Damm; Earl J. Glade, KSL, Salt Lake City; Herb Hollister, KANS, Wichita; Edward Klauber, CBS; Lenox R. Lohr, NBC; Paul W. Morency, WTIC, Hartford; S. R. Rosenbaum, WFIL, Philadelphia; T. C. Streibert, MBS-WOR; Karl O. Wyler, KTSM, El Paso, and Mr. Kirby, secretary.

During the pre-convention discussions, however, the committee received the assistance of a number of members, including Mr. Craig, who worked diligently in seeking to perfect the commercial limitation provisions; John Shepard 3d, president of the Yankee Network, and spokesman for the regionals, William S. Hedges, NBC vice-president acting for Mr. Lohr, and a number of other specialists in the handling of commercials, both for the networks and for individual stations.

Against the day that the business of broadcasting begins to level off by virtue of increased competition with other media, broadcasting as an industry must underwrite a coordinated promotional campaign, Paul F. Peter, NAB research director, stated in a report delivered to the convention July 12. The Bureau of Radio Advertising has been established for that purpose, but on a most modest basis as compared with the parallel operations for competitive media, he said.

To include studies of broadcast advertising, along with other data designed to sell radio as a medium, he explained the Bureau now seeks only to be reimbursed for printing expenses. The purpose, ultimately, is identical with that of the Bureau of Advertising of the American Newspaper Publishers Assn., he said, which expends about $270,000 annually but which now seeks a budget of $400,000.

In introducing Joseph L. Miller, NAB's young labor relations director, to the membership, President Miller complimented him on his service and observed that no better job has been done in the organization. In a brief address, preparatory to his introduction of Elmer F. Andrews, Wage & Hour Administrator, Mr. Miller recited certain of his experiences in seeking to compose labor disputes of stations, and commented on the remarkable record of the industry. The policy pursued by the industry in its dealings with labor has been most intelligent, and should be pursued, he said [See Page 23].

Administrator Andrews delivered a prepared address [See Page 19] after which he answered questions propounded by broadcasters regarding peculiar labor problems. Because the broadcasting industry has few of the problems arising in the mass production and employment fields, no particularly perplexing issues have arisen, he said.

Pointing out that there had been only a dozen complaints registered against the "radio industry", not all of which were against broadcasting, Mr. Andrews said that the industry is giving his agency very little trouble. Moreover, he said it has acquired an excellent reputation as a "law abiding citizen."

Hobby Problem

Arthur B. Church, KMBC, Kansas City, raised questions about hours of employment both for news reporters and for engineers. He was advised by Mr. Andrews that in the case of newsman at stations, or on newspapers, the question has not been settled, since the contention has been made, but not yet adjudicated, that they are professionals and therefore outside the pale of the hour limitations.

When Mr. Church asked what could be done about engineers who, after regular hours, return to the station or shop to experiment with television or other technical activity, for which they are not directly hired or paid, Mr. Andrews said it appeared that this work, when done voluntarily, might be recorded as hobby, and therefore not subject to hour limitations or to overtime pay. Beyond that he explained that a change in the law has been proposed under which all persons earning a guaranteed monthly salary of $200 or more might be excluded from the hour requirements.

Mr. Andrews also observed that there is the likelihood of legislation under which rulings of the Wage

(*Continued on page 89*)

IT TOOK this contingent from WHEC, Rochester, exactly 1 hour and 40 minutes to fly down to Atlantic City in the Gannett Newspapers' plane which they borrowed for the purpose. Left to right: John Sherer, co-pilot; Clarence Wheeler, co-owner of WHEC with Gannett; Mrs. Russell Holderman; Russell Holderman, pilot; Gunnar O. Wiig, WHEC general manager; LeMoine C. Wheeler, commercial manager; Maurice Clarke, chief engineer.

All for Goodwill

MANY and varied were the goodwill offerings at the NAB convention. W P G, Atlantic City, passed out boxes of the resort's famed salt-water taffy to all conventioneers. Radio Attractions Inc. had *Fu Manchu* on hand in full regalia, who excited much interest and even more gratitude when he handed out attractive Chinese back-scratchers. MBS and WFIL, Philadelphia, passed out carnations. NBC-Blue distributed cartons of Old Golds and bottles of Canada Dry Ginger ale to the rooms, besides giving the ladies attractive fishnet hats. RCA, NBC and CBS all gave cocktail parties.

WHETHER AFFILIATES or not, Mutual allows as how every delegate must have a carnation. At left, Reggie Schuebel, The Biow Co., gets her flower as Bill Schudt Jr., WKRC, Cincinnati, gazes admiringly. At right are (l to r) Arthur B. Church, KMBC, Kansas City; Mary Francis, flower girl; Jack Adams, Texas State Network; Fred Weber, MBS general manager.

Wheeler Confers On ASCAP Issue

Will Meet Further With Both Sides on Copyright Problem

THE WHOLE copyright issue was discussed at a conference July 12 in the office of Senator Wheeler by Gene Buck, ASCAP president, Louis D. Frolich, ASCAP counsel, Ed Craney, KGIR, Butte, militant crusader against existing ASCAP operations, and Philip C. Loucks, attorney, former NAB managing director.

It was understood that Senator Wheeler said he regarded a "pay-as-you-use" basis as a reasonable way of copyright royalty payment, though he disclaimed any intimate knowledge of the problem. He recalled that the old method of RCA in collecting royalties from radio manufacturers on cabinets as well as patented chassis had been similarly fought and finally changed by agreement after he had conferred with Owen D. Young. He used this as an analogy in the ASCAP situation since broadcasters pay a blanket percentage on programs, whether or not music is used.

Further Meetings Planned

What action, if any, will result from the conference is problematical, particularly in the light of the NAB ultimatum given ASCAP by unanimous vote of the Atlantic City convention. It is understood, however, that Senator Wheeler will use his good offices in further conferences on the subject and that in addition to the participants in the July 12 session, Frank M. Russell, NBC Washington vice-president, and Harry C. Butcher, CBS Washington vice-president, will participate.

Senator Wheeler also is understood to have indicated clearly that he favored clearance of programs at the source, a key issue in the copyright situation. In this respect, he pointed out that affiliated stations have no control over program emanations of the key stations and therefore should not be held responsible or liable for them in any manner.

Waterman Pen Program Would Test NAB Code

A PROPOSED network program presenting a graphologist's analysis of character from handwriting, proposed for sponsorship this fall by L. E. Waterman Co., Newark, fountain pen and ink manufacturer, loomed as one of the first test cases under the newly-adopted NAB program code. A representative of the company informally outlined the proposed coast-to-coast series to NAB officials during the Atlantic City convention, but pending setting up of code compliance machinery in September, the firm plans to furnish the NAB with a formal statement of the program's content.

KWFT Joins CBS

KWFT, new regional station at Wichita Falls, Tex., joined CBS effective July 15 as the network's 116th station. It is a member of the Southwestern group, with a $125 an hour base rate. KWFT is assigned to 620 kc. with 1,000 watts day, 250 night, having started operating this month.

'Broadcasting' Publishes a Daily Newspaper By Facsimile and Distributes Free Photographs

CYNOSURE OF INTEREST at the NAB convention were the daily facsimile newspapers published by BROADCASTING Magazine and the boardwalk photographs distributed free to every person snapped by our photographer. The facsimile newspaper was delivered to hotel rooms each morning after being first set up on vari-typer the evening before, then transmitted over RCA facsimile apparatus in its exhibit room, then rushed to Camden, 70 miles away, for multiple reproduction by offset process. On the boardwalk BROADCASTING had a photographer busy during most of the daylight hours, taking pictures of delegates and their wives and children. Each was given a number; later each person in each photograph was presented a print with the magazine's compliments, some 600 being distributed. Also photographed by BROADCASTING, working in collaboration with RCA, were most of the persons appearing before the television cameras, their pictures being taken off the receiver screens. Copies of these will be sent from Washington to each principal with the compliments of BROADCASTING since the photos will undoubtedly be cherished in later years as relics of the pioneer days of television [see page 25].

PICK THEIR PIX—Mrs. Lambdin Kay, wife of the general manager of WSB, Atlanta, and Mrs. Celestia Smithgall, wife of WSB's program director, select their free boardwalk photographs from panel displayed by BROADCASTING Magazine in the Ambassador Hotel entrance.

BILLS IN CONGRESS LIKELY TO PERISH

WITH CONGRESS now winding up legislative odds and ends and getting ready to go home by Aug. 1, the various bills affecting the radio industry are definitely on the shelf and no action is anticipated on any of them until next session.

Only neutrality legislation is expected to keep Congress in session beyond Aug. 1, and even in this event Congressional leaders expect no action on legislation in which broadcasting has a direct interest. This applies to the Wheeler Bill, proposing reorganization of the FCC, the Johnson Bill, to ban advertising of beer over the air, the measure providing for establishment of a high-powered Pan American shortwave broadcasting station, and several other bills.

Likewise, no action is expected on the various resolutions calling for an investigation of the FCC. Senator Wallace White (R-Me.) has stated he will not press for consideration of his resolution pending before the Senate Interstate Commerce Committee. Rep. Bayard Clark (D-N.C.) told BROADCASTING July 14 that there was no sentiment in the Rules Committee for reporting out the Wigglesworth and Connery resolutions calling for a broad probe of not only the FCC but the broadcasting industry as a whole.

BOARDWALK PHOTOS

Approximately 100 boardwalk photographs taken by BROADCASTING at Atlantic City remain unclaimed, and BROADCASTING will be glad to forward them without charge to the principals upon receipt of the number-card issued at the time they were taken.

JESSE KAUFMAN & Son are snapped by BROADCASTING's boardwalk photographer on the occasion of the ex-WCAE and Hearst Radio executive's reappearance at NAB conventions. Mr. Kaufman will operate WFBM, Indianapolis, as a result of the FCC's authorization July 13 of its sale to him in association with Harry Bitner, the publisher [see page 84]. He also is now lessor of KFNF, Shenandoah, Ia. Some 600 pictures like the above were distributed free to their principals by BROADCASTING.

Tripartite Pledge Made by Movies, Radio and Press

Tribute Is Paid Broadcasters For Adoption of New Code

RADIO, press and moving pictures — the "Mirrors of America" — pledged their three-way cooperation in maintaining freedom of expression through self-regulation July 12 in a special nationwide broadcast during which the industries' three leaders spoke from Atlantic City, Los Angeles and London. The 30-minute broadcast, carried on coast-to-coast network hookups, observed the acceptance by radio industry representatives at the NAB convention of the new code of broadcasting ethics, and brought the felicitations of Will Hays, president of Motion Picture Producers & Distributors of America, and James G. Stahlman, former president of the American Newspaper Publishers Assn., to NAB President Neville Miller and the broadcasting industry.

Bound to Be Free

Speaking from the Ambassador Hotel, convention headquarters in Atlantic City, at the beginning and conclusion of the program, Mr. Miller declared that radio was determined to maintain its freedom of expression and at the same time comply with canons of good taste in order to continue its rise as a social force. He expressed satisfaction with the new code as a means to this end, and pointed to the earnest attitude of broadcasters in adopting the regulatory standards despite the general effect of lost revenue.

Mr. Hays, speaking from Los Angeles, pictured the success of the movie industry's efforts at self-government through MPPDA, and expressed confidence that the new radio code would work to the benefit of the broadcasting industry as has the movie code to the screen. The moving picture, which he observed owes its origin to America, is "a child of democracy", he declared, and as such must constantly reflect democratic attitudes. Freedom, he commented, means the liberty to choose what one wants to see rather than what is being shown or produced, all the while remaining within the bounds of good taste and decency.

Bringing in his observations of the "freedom situation" in Europe during a Transatlantic pickup from London, where he flew recently on the *Yankee Clipper*, Mr. Stahlman declared that so long as America had the Constitution and so long as truth remained the watchword in the media of public information, there was no possibility of the American press, radio or moving pictures becoming mere implements of propaganda.

Reflecting the satisfaction of the industry with the braodcast, NAB members at their concluding general session July 13 adopted a resolution thanking Messrs. Hays and Stahlman "for their most valuable contribution to the principles of free speech and the preservation of that most important factor contributing to our democratic form of government as expressed in the international broadcast" which had been titled, "The Mirrors of America".

Shepard's Folly

TAKING official note of the newly acquired soup-strainer of John Shepard 3d.. NARBS chairman, Don Elias, operator of WWNC, Asheville, N. C., recommended during the July 10 meeting of the regional group that its executive committee appropriate $100 "to make the physical appearance of our chairman more harmonious, including the purchase of a toupee of suitable size and color to match his new moustache".

Hotel From Fair

HOTEL ROOSEVELT, New York, using radio for the first time, has started a thrice-weekly program titled *Come to the Fair* on MBS, which originates from the hotel itself and features interviews by Ed East of guests who have visited the New York World's Fair. The program, heard on MBS from 1:15 to 1:30 p. m., is also heard on WHN, New York, at an earlier period from 12:15-12:30 noon under the title of *World's Fair News*, during which Ed East not only interviews guests of the hotel, but also talks about the Fair and its attractions. M. H. Hackett & Co., New York, handles the account.

RCA Plans to Charge Stations For Performance of Records

Victory in Paul Whiteman Litigation Leads to Announcement of Proposed System of Fees

RCA PLANS to adopt a policy of making its records available for broadcast use at a "reasonable fee", it was learned July 14 following a court ruling in its favor in the Paul Whiteman case which has been pending some months.

The fees collected will be equitably divided among the recording artist, copyright proprietor and record manufacturer, under a plan contemplated by RCA.

Judge Vincent L. Leibell, of the Federal District Court in New York, issued a permanent injunction July 14 in favor of RCA against WNEW, New York. The ruling restrains further unauthorized broadcasts of Victor and Bluebird records.

Injunctive relief also was directed for RCA, restraining Whiteman from further asserting that he has the right to prevent performances of his Victor and Bluebird records unless an expressed reservation is contained in his contract with the recording firm. Further relief was directed in favor of Whiteman, restraining WNEW from invading his common law property rights through unauthorized performance of his records.

Others May Follow

On behalf of the industry, NAB participated in the Whiteman-RCA suit because of its importance. Stuart Sprague, New York copyright lawyer, appeared amicus curiae as special counsel for NAB.

Whether the decision, in view of the precedent established, will be appealed to the Circuit Court of Appeals in New York and thence to the Supreme Court if necessary, remains to be determined. It is thought such a step is likely.

It was presumed, in the light of the opinion, that other record manufacturers probably would seek to follow a course similar to that of RCA of assessing performance rights fees. In January 1938, RCA disclosed that as a result of operations of "pressure groups" it felt that institution of a "reasonable fee" by record manufacturers for privilege of performing recordings over the air appeared necessary. At that time James W. Baldwin, then NAB managing director, advised David Sarnoff, president of RCA, that such action might inflict extreme hardship on smaller stations. A notice was sent to stations by RCA in December, 1937, informing them that as manufacturers of Victor and Bluebird records, the company claimed to have a property right in such records "sufficient to entitle us to prohibit the use of said records for radio broadcasting or other commercial purposes unless our prior written consent is obtained." This action was prompted by the decision in the case of Fred Waring, orchestra leader and president of the National Assn. of Performing Artists, against WDAS in Philadelphia several months earlier. So far as known, however, no further steps were taken to collect the fees.

By virtue of RCA's new announcement that it proposes to assess a "reasonable fee", it was expected other recording companies, such as Decca, and Columbia, might follow a similar course. As BROADCASTING went to press no comments could be procured.

Property Rights

In the Whiteman case, although the charge was that WNEW broadcast nine Victor orchestra records in June, 1936, without authority, counsel both for plaintiff and defendant introduced much evidence concerning the general practice of the broadcasting of phonograph records which was accepted by the court. WNEW defaulted in its defense and radio's point of view was not expressed in court, but Mr. Sprague, representing NAB, was given permission to file briefs.

MUTUAL NETWORK pins posies on conventioneers, as is the annual wont of its dynamic Lester Gottlieb who directed the shooting of these candids. From top to bottom are: John Shepard 3d, Yankee Network (note the brand new mustachio); Lawyer E. O. Sykes, ex-FCC commissioner; Lewis Allen Weiss, Don Lee-MBS; Ted Streibert, WOR; L. B. Wilson, WCKY (twice decorated); Jack Poppele, WOR, with John S. Young, radio chief of the New York World's Fair.

McNinch's Return To FCC in Doubt

DESPITE unofficial denials, the prolonged absence of Chairman Frank R. McNinch from the FCC appeared to support reports that he will not return to that post but instead will receive an appointment to another Federal office.

On July 14, it was stated at Chairman McNinch's office that he was still out of town—reportedly at a New Jersey beach — but planned to return to Washington during the week of July 17. At that time the FCC will be in quasi-recess. Due to ill health, he has not been at his office since May 1. He was scheduled to return early last month but his doctors advised him to continue his convalescence. He has suffered from a chronic stomach ailment for many years and overwork caused the most recent relapse. It was said, however, that he is not in any criticial condition but has regained much of his strength.

The 66-year-old North Carolinian is known to be desirous of leaving the FCC, and from well informed quarters it has been established that the President is seeking a new post for him of a less strenuous nature.

In New Deal quarters, it was reported that former Gov. Philip A. LaFollette of Wisconsin had been approached with the suggestion that he be named to the FCC chairmanship. The younger brother of Senator Robert M. LaFollette is understood to have rejected the suggestion. In other quarters, it was learned that former Gov. LaFollette is interested in establishing a Wisconsin network in collaboration with his legal associate, Glenn I. Roberts, principal owner of WEMP, Milwaukee, and a director of WIBA, Madison.

Final Revision of Rules Is Completed by FCC

COMPLETION OF its task of revising rules and regulations, governing all phases of FCC regulatory activity, was accomplished July 12 when the FCC approved final changes in rules of procedure and practice.

The major change in the procedural rules involves parties to hearings. It now prescribes that instead of parties to proceedings being designated as respondents, only the applicant will be named as a party. Other stations which may be affected will be mailed copies of the notice of hearing and must file petitions to intervene (Rule 6.02). The revised procedural rules, constituting the last step in the codification of FCC regulatory specifications, exception for routine telephone matters, will be officially published shortly in the *Federal Register*.

The Federal Commnunications Bar Assn., headed by Frank W. Roberson, president, collaborated with FCC General Counsel William J. Dempsey and his staff in perfecting the procedural rules. Some 35 or 40 recommendations for changes made by the bar association were taken into account by the Commission and agreement was procured on both sides that the changes were satisfactory.

The FCC rules have been subdivided into 26 parts covering particular phases of its activity.

FCC Suspends International Ruling

Commissioners Resent Censorship Claim, Assail Miller

AFTER having twice refused to suspend its explosive international broadcast rules, the FCC July 14 dramatically announced at the opening of its hearing on the rules that the operation of the purported "censorship" provision would be suspended pending consideration of the evidence presented at the hearing.

Disclaiming any intention whatever of setting up the FCC as a "board of censors", Acting Thad H. Brown, in opening the proceedings read a statement in which he announced the suspension. That the Commission, or at least a majority of its membership, still feels strongly about the universal fuss kicked up by the rule, was made evident in the questions of members, particularly of Commissioner Frederick I. Thompson.

As BROADCASTING went to press July 14, it appeared the hearings would run several days in view of the detailed testimony being sought by the Commission from the NAB. At the start it seemed as if the FCC proposed to make the hearing an inquisition into NAB affairs.

Police Court Attitude

With NAB President Neville Miller on the stand, Commissioner Thompson questioned him closely on the circumstances surrounding the filing June 3 of the NAB's letter of protest on the rules, which the Commission openly resented. He sought to bring out that President Miller had not consulted the NAB membership nor the board of directors before sending the letter, and that it was done only after consultation with licensees of eight international broadcasting stations, who were not individually members of the association.

The hearing appeared to go far afield. when a "where-were-you-on-the-night-of" type of examination developed. Members of the Commission, notably Commissioner Thompson, sought to lay a complete foundation for President Miller's letter before getting to the issues. Mr. Miller, in the course of his testimony, regretted the manner in which the letter was publicized and said there was no intention whatever to "embarrass the Commission". He maintained, however, that he was within his rights, since the purport of the international rule, insofar as censorship was concerned, had a direct connection with standard broadcasting.

After Acting-Chairman Brown read his opening statement, together with the censorship disclaimer and the suspension order, Swager Sherley, special counsel for the NAB. proposed a recess during which he could confer with his clients, pointing out that the suspension changed the aspect of his presentation. Following the recess, he offered a motion suggesting that Section 42.03 (a), which has caused all the disturbance, be stripped of its present language dealing with "culture and programs which promote international goodwill, understanding and cooperation", and that there be substituted the simple sentence: "A licensee of an international broadcast station shall render an international broadcast service."

Amendment Proposed

In view of the Commission's emphasis that it did not propose to censor in any manner, and as a means of clearing up the situation, Mr. Sherley said that all of the parties who had filed appearances, save the National Committee on Education by Radio and the International Catholic Truth Society, had joined in his proposal. He pointed out that when the Commission acts on applications, renewals and revocations, it is a quasi-judicial body. Thus, he said. matters regarding program service properly come before the Commission and international program matters could be considered in the light of past performances. He added he did not think it was a proper function of the Commission to determine what will promote international goodwill.

In making his proposal, Mr. Sherley said that it would provide a solution of the problem, and permit the Commission to forego the present hearings, leaving open the broader phases of the rules for consideration at a full hearing in September, as originally planned. There ensued a discussion whether, under the motion, the public interest, convenience and necessity would be served through the licensing and operation of international broadcast stations. FCC General Counsel William J. Dempsey pointed out that this was one of the principal topics. He observed that the Sherley proposal took care of the language conflict "very well" but did not cover the public interest issue.

After Rev. Edward Lodge Curran, president of the Truth Society, and S. Howard Evans, on behalf of the Education Committee, disagreed vigorously with the Sherley motion on the ground that they desired to have the hearing proceed. Chairman Brown announced that action on the motion would be reserved.

Censorship Danger

Fred H. Ballard, Washington representative of the American Civil Liberties Union, and H. Thomas Austern, special counsel for the Union, opened the proceedings. The hearing had been ordered on the basis of a pleading filed by the Union, at which time the FCC had ignored President Miller's letter on behalf of the NAB, holding that it was not a proper legal document on which it could act.

Offering no witnesses, Mr. Ballard first expressed appreciation for the FCC's attitude as contained in Commissioner Brown's opening statement. He said that because of the importance of the censorship issue, the Union felt justified in asking to be heard. Referring to a speech made by Chairman McNinch last January in which he said he was "unalterably opposed to cen-

(*Continued on page 85*)

Bill to Kill Rule

A BILL to kill the FCC so-called "censorship" rule on international broadcast stations was introduced in the House July 13 by Rep. Corcoran (D-Mo.), the day before the FCC suspended the rule pending the outcome of hearings seeking its revision. The bill provided that Section 42.03 (a) "shall not apply after the date of the enactment of this Act, and no penalty shall be imposed or privilege denied on account of any violation of such regulations regardless of when it occurred." It provided further that no regulation hereafter issued by the Commission "shall have the effect of limiting broadcasts to service which will reflect the culture of the United States or promote international good will, understanding or cooperation."

FCC Disclaims Intent to Censor; Suspends Rule . . .

THE following statement was made by Acting Chairman Thad H. Brown at the opening July 14 of the hearing on the International "censorship" rule when he announced suspension of the disputed section pending hearing and consideration of the evidence:

This hearing was set on a petition of the American Civil Liberties Union for revision, amendment or modification of Section 42.03(a) of the Commission's rules and regulations governing international broadcast stations. This rule reads as follows:

> A licensee of an international broadcast station shall render only an international broadcast service which will reflect the culture of this country and which will promote international good-will, understanding and cooperation. Any program solely intended for, and directed to an audience in the continental United States does not meet the requirements for this service.

What Was Intended

The Commission intended by this rule to require international broadcast stations, which are licensed for the purpose of rendering a program service intended for general public reception in foreign countries, to render a program service designed for reception by the people of such countries as distinguished from a program service intended only for reception in this country. It was further intended to define the primary purpose and objectives of international broadcast stations for reasons provided in international agreements to which the United States is a party.

The applicable provisions of the Communications Act of 1934, as amended, require that licenses be issued to serve the public interest, convenience or necessity. To comply with this statutory mandate, the Commission is required before it may issue a license or assign any frequency for any particular service to define the purpose and objectives for such service in such a way that the public interest, convenience or necessity will be served by the station licensed to operate on frequencies assigned to this service. This is true whether the service be international broadcast service, telephone or telegraph service, domestic broadcast service, police service, aviation service or any of the other various classes of radio service authorized by the Commission.

Prior to the adoption of the present rules governing international broadcast stations, stations licensed to operate on the frequencies assigned to that service were authorized only on an experimental basis. During the experimental period the Commission imposed, and the licensees accepted, conditions limiting the nature and defining the character of the service which could be rendered on the assigned frequencies.

The operation of these stations has demonstrated that the use of the frequencies involved for long-distance communication is practicable and can no longer be considered in an experimental stage of development. Before assigning frequencies for use on a regular basis for international broadcasting, it was necessary for the Commission to consider what, if any, benefits would result to the people of this country from such use.

For, unless the public interest, convenience or necessity would be served by assigning these frequencies to a use which would not directly serve the listeners of this country, and since the frequencies are to be used for providing program service to the listeners of other countries, it was necessary to determine how and to what extent a program service to foreign countries from American broadcast stations would be of benefit to this country.

Public Benefit

The Commission reached the conclusion that there would be a public benefit to the people of this country if American stations could be licensed to provide a program service to foreign countries if the effect of the operation of such stations would be to engender international good-will, understanding and cooperation through program service generally reflecting the culture of our people. The Commission was of the opinion that such a service

(*Continued on page 98*)

Chicago AFRA Negotiations Continue as Accord Is Sought

Agency - Broadcaster Group of Six in Charge; KMOX and AFRA Finally Reach Agreement

CHICAGO chapter of AFRA and the combined committee of broadcasters and advertising agencies failed to agree on a code for local commercial programs after an all-night session July 8, adjourned for the NAB convention until July 13, and had reached no agreement as BROADCASTING went to press. Following the threat of an AFRA strike [BROADCASTING July 1], negotiations were continued under a newly-formed committee of six agency representatives and six broadcasters.

Spearhead of the disagreement is that the differential between the AFRA network commercial code and the proposed local commercial code is not great enough to satisfy Chicago agencies and broadcasters. A particular point of disagreement is the rate AFRA is understood to have proposed for station break and spot announcements, $7.50 per announcement.

The Combined Committee of Broadcasters and Advertising Agencies includes Sidney N. Strotz, manager of NBC - Chicago (WMAQ, WENR), chairman; Glenn Snyder, WLS; Robert Brown, WBBM; E. W. Wood Jr., WGN; Ralph L. Atlass, WJJD-WIND; W. E. Hutchinson, WAAF; Edward Aleshire, Benton & Bowles; L. D. Milligan, Blackett-Sample-Hummert; R. J. Scott, Schwimmer & Scott; Walter E. Smith, Rogers & Smith; E. Sonderling, United Broadcasting Co.; Frank R. Steel, McJunkin Adv. Co.

KMOX Settlement

Settlement of the long drawn out negotiations between AFRA and KMOX, St. Louis, was reached in New York July 7, when an 18-month contract covering talent employed at the station was signed by Emily Holt, executive secretary of AFRA, and Mefford R. Runyon, CBS vice-president, representing KMOX, which is a CBS owned and operated station. Contract covers all actors, singers, announcers, continuity writers, special program announcers and news writers employed at KMOX on both local and network programs, whether sustaining or commercial, and is said to be the most complete contract AFRA has negotiated.

Exact terms were not disclosed, but it is understood that the rates for both commercial and sustaining network programs originating at the station are about 20% below the national rates and that the scale for local programs is proportionately lower than that in effect at the key network points (New York, Chicago, Los Angeles and San Francisco). It is estimated that acceptance of the contract will increase the KMOX overhead by something more than $20,000 annually.

Contract was signed only after negotiations lasting for several months and carried on both in St. Louis and New York. Similar negotiations for talent employed at WKRC, CBS m. & o. outlet in Cincinnati, are now under way, with Maj. James P. Holmes, AFRA's traveling representative, conferring with the station management and Mrs. Holt dealing with CBS executives in New York. George Heller, assistant executive secretary of the union, is carrying on negotiations with non-network stations in New York, and local AFRA officers are also working on independent stations in other cities, with the object of having the broadcasting industry completely organized before the summer of 1940, when the first AFRA contracts reach their expiration dates and come up for renewal.

Limited to Two Years

So far the union has signed no contracts for more than two years, on the theory that in such a rapidly changing business as radio it is unwise to be bound by long-term contracts and furthermore that these first contracts are in the nature of an experiment for both sides. It is expected, however, that when the present contracts expire the broadcasters will insist that the renewals be drawn up on a five- or ten-year basis, to enable them to plan ahead with a reasonable assurance that their overhead will not be radically changed during the year.

The national AFRA commercial contracts, covering terms and conditions of employment of actors, singers and announcers on network sponsored programs, has worked out surprisingly well, Mrs. Holt stated, pointing out that the recent all-time highs in network billings furnished substantial disproof of the prophecies that these contracts would result in driving national advertisers from radio into other media. From the AFRA viewpoint the contracts have proved a spur to membership, which now exceeds 8,000 persons, she said.

USED TO strange sights, Atlantic City boardwalk strollers all the same jumped in their boots as they sighted Sax Rohmer's bogeyman, *Dr. Fu Manchu*, who is now on the airlanes via Radio Attractions transcriptions.

AFRA Pact on Coast

AGREEMENT on new commercial regional wage scales and working conditions for Pacific Coast radio artists, announcers and sports commentators, has been reached by West Coast advertising agencies and the American Federation of Radio Artists. Committees from both meeting in Hollywood in early July made certain concessions agreeable to all, but major rates originally submitted to the former group are reported to remain substantially unchanged [BROADCASTING, July 1]. Negotiations on local rates, it was said on July 11, will start soon as the agency committee headed by Naylor Rogers, executive of Raymond R. Morgan Co., Hollywood, and that of Los Angeles Chapter, AFRA, headed by I. B. Kornblum, executive secretary, iron out details of the regional scales and prepare the agreement for signing.

Referee for AFRA-NBC

AFRA's dispute with NBC over payment of commissions to the network's Artists Bureau, on contracts covering employment of an artist on a sustaining program at the minimum wage permitted by the AFRA sustaining code, is now in the hands of referees of the American Arbitration Association. Case was argued and briefs filed July 10 under terms of the AFRA-network agreements, and a decision is expected in about two weeks. It was also reported in New York that negotiations between WINS and the American Federation of Radio Artists for a renewal contract are reaching their final stage.

Virginia Local Sold

JOHN F. ARINGTON Jr., formerly with WIOD, Miami, and Mrs. Arington this month took over control and management of WCHV, Charlottesville, Va., having purchased the 61% interest held by Mrs. Hugh M. Curtler, wife of the station's general manager. Mr. Curtler, who has left the station, said the purchase price was $16,500.

KELLY BEVERAGES, Stanhope, N. J. (Kel-Kola) has named Croyden Adv. Agency, New York, to handle its account and plans to use radio in the autumn in New York and Philadelphia.

Wise Simoniz

SIMONIZ Co., Chicago (automobile cleaner and wax), has renewed its Sunday morning half-hour show on WMAQ, that city, for another year making the sixth consecutive year of broadcasts on WMAQ. The firm started its radio advertising on the old KYW when Paul McClure, now assistant sales manager of NBC - Chicago, announced the show and gave bang-up commercials. Elmer Rich, president of Simoniz, recently said that "four years of constantly driving home the idea 'Motorists Wise Simoniz' have proved that it pays to entertain the millions who listen to WMAQ." George H. Hartman & Co., Chicago, handles the account.

Met Policyholder Seeks To Restrain Broadcasts

JUSTICE Frank E. Johnson, of Brooklyn Supreme Court, on July 13 ordered the Metropolitan Life Insurance Co. to show cause July 18 why a temporary injunction should not be granted restraining it from continuing its Edwin C. Hill broadcasts on WOR, WHN and WNEW, New York.

The action was brought by Lawrence Shay, policyholder, who charges that $100,000 has been spent "excessively" for the broadcasts. He says the money should be used to reduce premiums to policyholders. George Schnapp is Shay's attorney.

Gruen Plans Programs

GRUEN WATCH Co., Cincinnati, has increased its advertising appropriation for this fall to introduce three new lines of watches and will offer seven different transcribed programs to dealers for a cooperative campaign on local stations. Built on the theme "Gifts From Your Jeweler Are Gifts at Their Best," six quarter-hour programs and one five-minute program will be furnished free of charge to jewelers complete with commercials and suggested publicity tie-ups. McCann-Erickson, New York, is the agency in charge.

Nunn Plans Network

PLANS for a regional network of Southern stations, to be affiliated with MBS, were tentatively completed during the NAB convention under the leadership of Gilmore N. Nunn, president of WLAP, Lexington, Ky., who with his father also has an option to purchase WCMI, Ashland, Ky. As the convention closed, four stations had agreed to proposals to join the group, with additional stations in five important Southern markets under consideration. Stations already selected, besides WLAP and WCMI, are WSIX, Nashville, and WGRC, New Albany, Ind. A national representative will be appointed following completion of negotiations with MBS. The network is tentatively scheduled to begin operation Sept. 24.

Ex-Lax Starts on 50

EX-LAX MFG. Co., Brooklyn on July 10 started a summer campaign of 11 weeks with three announcements a week on 50 stations. Agency is the Joseph Katz Co., New York.

Tests in Roanoke

FLODENT PRODUCT Co., New York (liquid dentifrice) has named Street & Finney, New York, as agency. The firm is now testing a program on WDBJ, Roanoke, and may expand if the campaign is successful.

WGNY, Newburgh, N. Y., now a Mutual outlet, is now operating on its new 1220 kc. frequency with 250 watts until local sunset. Headed by Peter Goelet, owner and manager, its executive staff comprises Richard Crans, program director; Joseph Rake, acting sales manager, and Patrick Simpson, chief engineer.

R. B. SEMLER & Co., New York (Kreml hair tonic) starts Gabriel Heatter two quarter-hours a week on WOR, New York, beginning Oct. 4. Erwin Wasey & Co., New York, is agency.

White House Secretary Lauds Industry

By STEPHEN T. EARLY*

Secretary to President Roosevelt

Hits Myth of Official Pressure on Radio; Praises Code Plan; Deprecates Any Form of Government Censorship

I COME HERE today not in the role of White House "spokesman" for that mythical creature of evasion was interred on the fourth day of March, 1933, and, insofar as I can predict, he will never be resurrected; certainly *not* by the incumbent President. Any views which I express to you, therefore, reflect solely my personal beliefs, based upon experience of a newspaperman and upon observations made during the past six years of official life.

When I accepted your invitation to appear before this convention, I emphasized to your President, Mr. Miller, that none could presume to speak for the President of the United States. I wish now to reiterate that as a preface to my remarks to you.

No Banalities

Usually when a Government official appears before the trade association of an industry his remarks include:

1. A solemn plea for cooperation to attain some general and usually undefined objectives; or
2. A stern admonition to reform certain of its practices under the penalty of a paternal spanking; or
3. A soothing reassurance that the government has no immediate intention of taking over their business, leaving its operators to the mercies of a dictator with designs against the capitalistic system, or
4. A pious affirmation of faith in the profit system.

I prefer to avoid such banalities although, like a famous Vermonter, I, too, could assure you that I am "agin sin".

Broadcasting, it seems to me, mostly craves reassurance. That I *can* bring you. I have no knowledge of any Marxist plot for government to "take over" and operate radio stations. Neither can anyone else. Nor am I informed concerning any subversive movement to put the government in the retail hardware business. If such reassurance will serve to alleviate the jitters, I am glad to pass it along.

When the time comes that this Government dictates what its people shall hear; what they shall read or see, then freedom ends and democracy is no more.

Perhaps most of you are familiar with the recent utterance of the President concerning freedom of radio. Speaking in a transcribed interview conducted by Lowell Mellett, Executive Director of the National Emergency Council, the President said, in part:

"But now in our own time, there has come into being another great institution for the general diffusion of knowledge—the radio. Still in its infancy, it already rivals in importance the schools and the press. The government, as the people's agent, has had and has now a still different relation to radio from that toward the school and the press. It has encouraged and aided its development on the one hand, and, on the other, it has set up such controls of its operation as are necessary to prevent complete confusion on the air. In all other respects the radio is as free as the press."

STEPHEN T. EARLY

Quotes Mr. Roosevelt

What, then, is this freedom? The President in the statement just quoted spoke of the government's having a "different relation to radio from that toward the school and the press". To my mind, this relationship implies more than mere technical regulation necessitated by the physical phenomena of radio and goes somewhat beyond the statutory prohibition against broadcasting obscene, indecent language or information concerning lotteries, etc. Fortunately or unfortunately, the radio spectrum limits the number of broadcast stations and government must determine who is to operate them. This necessarily involves a duty upon the part of the government and a peculiar responsibility upon the part of broadcasters who are licensed to operate a franchise in the public interest.

Serving the Public

Where the physical characteristics such that an unlimited number of broadcast stations could be established, the relationship of the regulatory authority of Government to the broadcast operator might be simply that of parceling out wave-lengths and enforcing recognized statutory prohibitions against false and misleading advertising that apply to all media alike. However, if predicted engineering advances materialize and the number of broadcast stations can be expanded to approach infinity, I doubt if the present operators will be particularly jubilant over the prospect of such additional competition. You might yearn then for the good old days of regulation and questionnaires. The present FCC might become a synonym for peace and exclusive frequencies.

Therefore, it should be assumed that broadcasters are not hostile to a periodic scrutiny of their record to determine whether they have fulfilled their obligation to the people in performing a public service.

As I understand it, grants are made essentially to the highest bidder for public service. The licensee then assumes an obligation to render the type of service he specified in obtaining his grant. If someone thinks he can perform a better broadcasting service in your locality than you, under the law, he has a right to file application for your license, and, if he can prove his case to the satisfaction of the Commission, he can supplant you.

Consequently, I take it, your best insurance to defeat such potential antagonists is consistently to render the very best public service you can. A cumulative record of good service is an excellent insurance policy.

Extremists of the "hands-off" school may advocate that when a licensee is granted a station, the licensing authority should kiss him goodbye, wish him luck and renew his license every six months or a year as a matter of course. This would grant a perpetual franchise to each licensee and the government, as the agent of the people, would have no opportunity to determine whether a proper public service was being rendered.

I would not advocate that the li-

(*Continued on page 40*)

*Full text of address before NAB Convention July 11, broadcast over combined NBC, CBS and MBS networks.

High Labor Standards of Broadcasters Inspire Praise From Wage-Hour Chief

OF 18,000 complaints involving alleged violations of the Fair Labor Standards Act, the entire radio industry has been involved in only a dozen, Elmer F. Andrews, Wage & Hour Administrator, told the NAB Convention at Atlantic City July 12. The dozen complaints, he explained, involve not only broadcast stations but equipment manufacturers as well.

Mr. Andrews described this as a "remarkable showing for an industry that employs 17,000 full-time workers and many additional thousands of part-time workers in more than 700 establishments." He termed it evidence of compliance with the law and said the "radio industry is giving us very little trouble."

Promises Action

The Administrator said the Wage & Hour Division will handle these complaints as quickly as possible. "Where violations are found," he said, "we shall insist upon restitution of back wages that have been illegally withheld from employes, and if the violation has been flagrant—for instance, if records have been falsified—court action may be expected. The Act calls for such penalties as fines up to $10,000 and imprisonment for subsequent violations, as well as fines, and a number of gentlemen who thought they could defy the Government already have discovered that the game isn't worth the candle."

Observing that the average wage in radio is somewhat more than $45 a week, he said this high level takes the broadcast industry out of the sweat shop class and called his discussion of the 25c-an-hour minimum wage "somewhat academic," inasmuch as radio is a high wage industry.

Persons employed in a bona fide executive, administrative, or professional capacity are exempt from the wage and hour provisions, Mr. Andrews said, and added that definitions of these classifications are defined in the regulations.

He explained that any person wishing a revision of the regulations may petition the Administrator who will either arrange for hearings or make some other provision to afford interested parties an opportunity to present their views. In the absence of any petition for change in regulations applicable to professions, he said, "I assume that the radio industry has not found them too burdensome and has been able to adjust its operations to the requirements."

In his enforcement of the Fair Labor Standards Act, Mr. Andrews said that he has been treated with courtesy by broadcasters and voiced his appreciation. This cooperation was done as a public service, he added, "rendered in the best traditions of your craft, which also, happily, are the best traditions of American fair play." In discussing importance of the Act to industry in general, Mr. Andrews said: "There is in America a vast potential market for radio equipment and appliances, a vast potential audience of listeners not yet reached. Minimum wages and overtime pay for excessive working hours will bring many millions of these into greater participation in their cultural and economic life."

NBC Shifts Aimed At Stronger Blue; Kiggins is Director

Reports to Trammell; Station Relations in 3 Divisions

APPOINTMENT of Keith Kiggins, formerly manager of station relations for NBC, as director of the Blue Network should not be interpreted as the first step in an eventual separation of Red and Blue activities by NBC, with separate personnel for each, according to Niles Trammell, NBC executive vice-president to whom Mr. Kiggins reports.

While in his new position Mr. Kiggins will coordinate all activities of NBC's sales, program, promotion, stations and press departments as they effect the Blue Network and while certain members of each of these departments will be assigned by the department heads to work closely with him in this task, there is no intention of generally realigning personnel along Red and Blue lines, Mr. Trammell stated. Mr. Kiggins' appointment, he said, is another step in the program for strengthening the Blue Network and has no other significance.

Hedges Makes Change

Following the creation of the new post of Blue director, William S. Hedges, vice-president in charge of the stations department, announced the division of station relations into three sections, Red, Blue and Service. The Red division, headed by Sheldon B. Hickox Jr., will handle relations with stations affiliated with the basic Red or Red supplementary groups, all unparalleled groups and stations optional to the Red Network or to either Red or Blue.

John H. Norton Jr. is in charge of the Blue division, which will handle relations with stations affiliated with the Basic Blue or Blue supplementary groups and with Blue optional stations. In this capacity Mr. Norton will work closely with Mr. Kiggins. Easton C. Woolley will direct the service division supervising all general office work of the station relations division, including the contractual relations for all NBC affiliates. For the present Mr. Kiggins' former position of manager of all station relations will remain vacant Hedges said.

A. E. Nelson, who last fall was made sales manager for the Blue Network, will continue in that capacity, assisted by Robert Saudek and Paul Massman. The general sales staff will continue to function as representatives of all NBC facilities, according to Roy C. Witmer, vice-president in charge of sales, offering NBC clients and prospects whichever network or combination of stations best fits the needs of the particular campaign under consideration.

The program department will likewise remain undivided along network lines, John F. Royal, vice-president in charge of programs, said, adding that Phillips Carlin, manager of the sustaining program division, would serve as the department's contact with Kiggins.

In Atlantic City July 9 for the NAB convention, Mr. Trammell announced that Mr. Kiggins, as the Blue Network director, has been authorized to build a special staff of experts "for the intensive promotion" of the network.

Mr. Kiggins promptly announced that Peter Zamphier, at present sales promotion manager of *Red Book* Magazine, who will join the company in August, and B. K. (Ben) Pratt, pioneer radio publicity man, and former NBC press chief in Chicago, have been retained on the Blue staff.

New Blue Network Chief

KEITH KIGGINS

WTMJ Also Blue

WTMJ, NBC-Red outlet in Milwaukee, may now be used by Blue Network advertisers, subject to availability. A Blue advertiser must yield the station to a Red network client on demand, though the Blue sponsor has an hour program and the Red client only a 15-minute one. In such cases, if the Red program falls at beginning or end of the Blue hour, the latter sponsor may utilize the remaining 45 minutes on WTMJ, at the 45-minute rate, if he so desires.

NBC Chicago Rise

NBC-Chicago reports a 14% increase in its local and spot sales for the first six months of 1939 over the first six months of 1938 on WMAQ and WENR. National spot sales for the same period were up 13% on all spot sales for NBC managed and owned stations handled out of Chicago, according to Oliver Morton, NBC manager of local and spot sales division. Local and spots sales on WMAQ and WENR approximate $320,000 so far this year, while the total sales of national spot handled out of Chicago approximates $334,000, Mr. Morton said.

LOTS OF PROMOTION
Networks Vie in Stunts for NAB Delegates

NBC-BLUE, starting with the issuance of blue cards announcing that the recent Louis-Galento fight which it carried exclusively received the highest Crossley rating ever given a single network program, did some intensive promotion at the NAB convention under the tutelage of Keith Kiggins, newly-appointed director of the network.

The first convention night Mr. Kiggins personally sent to each delegate's room a carton of Old Golds, with a note stating that "the Blue has started with Old Gold leading the push". Next day the delegates got bottles of Canada Dry ginger ale with Kiggins' card, preceded by telegrams announcing a forthcoming release on sales results of *Information Please*.

Later that day Mr. Kiggins sent fishnet hats to each lady of the convention with his card, and the third day some 600 bottles of Alka-Seltzer were sent out. Network rivalry was humorously manifested after the Crossley rating was announced when similar blue cards claiming a 153.2 rating and signed by "Wee Wee Wiggins" were distributed, suspected as an MBS promotion man's idea. Mutual during the convention's first day again distributed carnations pinned on the delegates by pretty girls, and this stunt was continued next day by WFIL, Philadelphia.

GE to Resume

GENERAL ELECTRIC Co., on Sept 17 will resume the *Hour of Charm* for 52 weeks on NBC-Red on behalf of its incandescent lamp department in Cleveland. The new half-hour program will be heard on Sunday nights from 10 to 10:30 p. m. instead of in the former Monday night spot, which is now occupied by *Dr. I. Q.*, sponsored by Mars Inc., Chicago. Although the agency for the program was unnamed, it is probable that BBDO and Foster & Davies, Cleveland, which jointly handle the department's general advertising and recently announced joint placing of radio for the department, will handle this program as well.

Independents Ask Blue Time Change

Every-Other-Hour Option Plan Broached by Basic Stations

REVISION of the optioned time requirements of basic station affiliates of the NBC-Blue network was discussed in a preliminary way July 11 at a meeting of independent stations on the network with officials of NBC held in Atlantic City during the NAB convention.

After NBC executives—including President Lenox R. Lohr, Executive Vice-President Niles Trammell, Vice-President William S. Hedges, Blue Network Director Keith Kiggins and the Blue station relations manager, John Norton—had outlined plans for vigorous promotion of the Blue, it was agreed the groups should confer in New York beginning Aug. 29. Meanwhile the basic Blue outlets and network officials will study means of meeting the issue.

Every Other Hour

The Blue affiliates at a meeting the preceding day called by Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of Independent Radio Network Affiliates, tentatively discussed an arrangement whereby every other hour around the clock would be optioned to NBC in lieu of the present arrangement covering a little less than half of the station operating time. The theory was that idle time now under option to NBC-Blue could well be converted into revenue-producing periods if available for schedules rather than subject to cancellation by virtue of NBC's prior call. Most of the stations also are MBS outlets.

The affiliates were assured at the dinner meeting July 11 that the outlook for the Blue is brighter, and that the concerted drive for business was expected to yield worthwhile results. Mr. Kiggins and Mr. Norton were expected to handle the preliminary conversations with the independent affiliates.

In addition to network officials, those who attended the July 11 dinner included Mr. Rosenbaum and Roger W. Clipp, WFIL; Gardner Cowles Jr., Luther L. Hill and Craig Lawrence, WMT, Cedar Rapids, and KSO, Des Moines; Fred R. Ripley, WSYR; E. N. Stoer and Loren Watson, Hearst Radio, for WBAL, Baltimore; John Shepard 3d, Yankee Network; V. E. Carmichael, KWK, St. Louis; C. T. Hagman, WTCN, St. Paul; H. K. Carpenter, WHK-WCLE, Cleveland.

NBC Splits at 10 p. m.

BASIC BLUE network and Blue supplementary groups are now available on a split basis between 10 and 11 p. m., New York time, daily except Saturday, subject to the usual split network removal clauses. Special discounts given to Blue network advertisers do not apply to these split networks.

Highest Rating for Broadcast of Fight On One Net Given Louis-Galento Match

BROADCAST of the Louis-Galento championship bout on NBC-Blue, June 30, sponsored by Magazine Repeating Razor Co., had a CAB (Crossley) rating of 53.1, highest of any boxing match to be broadcast over a single network, although somewhat under the ratings for the fight broadcasts sponsored by General Motors Corp. for Buick on combined Red and Blue networks.

While the number of stations used does not affect the Crossley ratings in the case of a single network, the use of two outlets in major cities naturally resulted in higher ratings. List of bouts broadcast and their ratings follows:

Fight	*Sponsor*	*Date*	*Network*	*Rating*
Louis-Schmeling	General Motors (Buick)	June 19, 1936	Red & Blue	57.6
Louis-Braddock	" " "	June 22, 1937	" " "	57.6
Louis-Farr	" " "	Aug. 30, 1937	" " "	56.9
Louis-Schmeling	" " "	June 22, 1938	" " "	63.6
Braddock-Farr	Adam Hat Stores	Jan. 21, 1938	Blue	35.9
Baer-Nova	RCA	June 1, 1939	"	32.2
Louis-Galento	Magazine Repeating Razor Company	June 30, 1939	"	53.1

Television to Force Broadcasts Into Shortwaves, Says Dunlap

Declares Now Is the Time to 'Stake Claims' Below 10 Meters; Sees Present Band Abandoned

By ORRIN E. DUNLAP Jr.*
Radio Editor, *New York Times*

TELEVISION is making progress in New York, but slowly. It is like the baby who has taken a few steps and rather chestily looks westward as if it might be no trick to walk right across the map to San Francisco. But the parents know that when the youngster goes to California he'll probably fly, not hike. So with television today. It is toddling around New York. It can't walk to the Pacific. It must fly. But it cannot fly until there is a wire or a national radio relay system on which to travel.

Those in telecasting today are asking when the others are coming in to help them carry the load. The pioneer already feels the burden. He's afraid that he will not be appreciated until years from now, when monuments or plaques may be erected. Pioneering is often a thankless task. Trail blazers meet the obstacles and opposition.

A Hard Road

So it is with the telecaster. His road through the air is no easier than that of the covered wagon, the iron horse or the clipper planes. Nevertheless, pioneering made their achievements possible. A dozen years separated Lindbergh's flight to Paris and the transatlantic *Dixie Clipper's* passenger carrying schedule that puts America and Europe a day and a night apart. Progress in television may seem slow, but each day finds the images dancing nearer to the homes.

From the broadcaster's standpoint there is a vital question to be answered before he can hope to get revenue from telecasting. Who will pay for the programs? It may be from three to five years before that answer is available. Because of tradition in broadcasting, the quick answer is sponsors. But can they afford it? And will the public tolerate advertising on television? The eye in its likes and dislikes differs from the ear. The eye can "tune out" even the most subtle visual advertising on the screen by a turn of the head or a drop of the eye lid. The ear has no such guards.

The toughest row to hoe in television is to get the first 100,000 sets in homes. Then many of the present riddles will be answered; public reaction will be known.

Television has been called a $13,000,000 "If". The question is how to sever the "If" and let the 13 million grow.

First, programs must be of such calibre that the Joneses will be surprised to learn that they are missing pictures the Smiths are seeing. Before this can happen the price of television sets must be within range of the average pocketbook. Telecast stations must be on the air in cities other than New York.

The optimist in television must be fully aware of the intricate problems ahead. For one who has seen so much magic performed by radio since 1912, it is easy after seeing scenes from a Broadway play, a baseball game, and a prize-fight by television to realize that it has a tremendous future — that some day it will be a great industry.

It is true that television has not made the spash in New York that some expected. They overlooked certain factors, now more apparent since programming has been in effect on a regular schedule for two months. The optimistic figure of 100,000 television sets being sold by Christmas is being whittled drastically; 10,000 would be a big surprise. Nevertheless, progress is being made.

From all indications it will be the autumn of 1941 at the earliest before television really gets up steam in the New York area. Telecasters have two years of agony ahead. In that period the showmen will learn more about their art, which incidentally, is not merely Hollywood plus broadcasting. Television is an art in itself.

Furthermore, and this is vital, before the public takes to television, prices must be reduced or present radios converted to receive telecasts without much expense. The public is greatly interested in television, but can't afford it.

Listeners who have become accustomed to plucking their entertainment from the air with an instrument costing less than $100, and in the majority of cases much less, are not likely to take to television at a cost of $500. They can listen in or go to the movies cheaper than that. Therefore, prices must be lowered, and they will be as mass production has a chance to operate. But in any case it is going to cost more to see and to hear than merely to listen by radio.

Broadcasting, of course, flamed as a national craze and became a pastime because it was simple and inexpensive. Radios could be built at home. It was a new fun. But that's a story you all know. The question now is what effect is television to have on broadcasting? There are so many angles to the subject that I shall try to stick to the text, "What is to be the fate of the broadcasters and their millions invested?"

That question has been put also in regard to the stage and screen. Broadcasting will be more directly affected by television than will Hollywood or the theatre. Television is just another motion picture, but it is a broadcast picture. It's in the air on wavelengths and that's where you are. It appeals directly to your audience and therefore to hold them, eventually you must add sight to sound. Your future as broadcasters is in ultra-shortwaves. Just as amusement centers shift, also shopping, residential, publishing and transportation terminals, so too will broadcasting's center of entertainment shift to keep pace with progress. It will go below ten meters. In years to come the present broadcast band may be abandoned like an old theatre after the shows moved up town to a modernistic, bright-light street glorified by a shift in population.

The radio population, however, has nothing to fear. Broadcasters will make it as convenient as possible to take them along. Ultra-shortwave converters will avert obsolescence of the existing radios. They will continue in use until gradually they are replaced by popularly priced combination teleradios attuned to ultra-shortwaves.

But how can all this happen when television isn't national? It will be either through an ingenious wire network or through automatic ultra-shortwave bouncer stations located 15 or 20 miles apart. If the wires cannot do it, radio will take the network problem into its own hand. It can be done.

Like a Circus

Gradually broadcasting will move into the ultra-shortwave spectrum. To be sure for many years the regular broadcasters will begin to feed the same programs into the ultra-shortwave channels to accommodate the modern audience and to fill in while there are no television shows on the air. In addition special sound programs will be offered, new acts and talent developed on the tiny waves.

You as broadcasters are by no means to be supplanted; you are to be kept busier than ever running a two or three-ring circus. You may have to go into the film making business to create short attractions of your own for telecasting. But remember, on the air there is a secondhandedness to films. Already it has been learned in New York and London that televiewers prefer live shows and surprising as it may seem a drama that runs for more than an hour is a big hit, if properly staged. But, of course, the headline television act of acts is the topicality or actuality as they call them in London; events as they happen as they call them in New York.

Television is an intimate medi-

(*Continued on Page 68*)

WEDDING BELLS rang July 1 for C. Merwin Dobyns, owner and general manager of KGER, Long Beach, Cal., who married Evalyn Evans Thompson, Los Angeles school teacher. His brother, John Alden Dobyns, commercial manager of the station, was best man. After attending the NAB convention, the couple departed on a four-month tour of Europe and Africa.

Revival of Federal Anti-Trust Action Against ASCAP Again Being Considered

POSSIBLE revival of the Government anti-trust suit against ASCAP, which has gathered cobwebs in the Federal District Court in New York for the last three years, was seen as an outgrowth of conversations currently being held in Washington.

ASCAP's offensive in Montana, where it has ordered cancellation of performing rights licenses held by stations in that State where criminal proceedings have been instituted against it, jointly with the major networks, provoked activity in the Department of Justice, it was learned. Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, who on two recent occasions has urged the department to revive its anti-trust suit, is understood to have pressed the matter again along with other members of Congress.

Hearing Postponed

Meanwhile, despite ASCAP's request that the networks cease providing stations in Montana with programs using ASCAP music, the service has not been discontinued. Hearing on a temporary injunction against ASCAP, issued June 20 by the State court in Missoula, which was to have been held July 12, has been postponed to Aug. 2. The hearing on the plea to make the injunction permanent, named as parties NBC and CBS and officers of the networks, as well as ASCAP and its offiers. All, however, state they have not been served with the papers in the criminal suits, while ASCAP states it has not been served in the civil suit either.

Under this injunction, ASCAP is restrained from collecting money in the State while stations are enjoined from paying ASCAP any funds until there is final adjudication of the issue. The fact that the criminal court in the same jurisdiction has issued warrants involving officers of ASCAP and the networks has tended to confuse the situation in connection with the hearing on the injunction though it was stated immunity of some nature probably could be procured against arrest.

In North Dakota, ASCAP also has taken the offensive by suing KRMC, Jamestown, for alleged infringement of ten of its compositions at the minimum infringement fee of $250 per number. It was asserted that ASCAP had cancelled the license of the station for purported non-payment and proceeded to sue on alleged infringement. Because of an anti-ASCAP statute adopted by North Dakota, it was expected complications might arise in connection with the infringement litigation.

In Montana, the stations generally are reported to be avoiding use of ASCAP compositions insofar as local renditions are concerned. ASCAP music used on network programs, however, is being broadcast on the ground that the stations are not responsible for clearance of

(*Continued on Page 83*)

* Full text of address before NAB convention, July 12. Because of absence due to illness, Mr. Dunlap's paper was read by Edward M. Kirby of the NAB staff.

Milliken Explains Self-Control Plan Of Film Industry

Says Movies and Radio Have Many Problems in Common

COMMON problems, along with individual competitive advantages on both sides, give radio and motion pictures "a great responsibility together" in maintaining by self-regulation a freedom of expression completely within the bounds of good taste, Carl E. Milliken, secretary of Motion Picture Producers & distributors of America and former Governor of Maine, declared at a luncheon meeting July 11 during the general NAB convention sessions.

Heard by virtually the entire membership at the convention, Mr. Milliken briefly reviewed the similarities and dissimilarities between the problems of the film and broadcast industries and pointed to the movie-makers' success in dealing with their problems by regulating through their own production code authority.

Mass Audiences

Vast audiences, amounting to about 250,000,000 persons a week for the movies, in 60,000 theatres all over the world, are not the only points in common of radio and the movies, Mr. Milliken said. Like radio, movies deal with a mass audience of varying tastes and necessarily must guage production against public likes and dislikes, he continued. They both face the problem of determining what children should see and hear, since parents are unwilling to take any responsibility in making the choice, and place the burden squarely on the producers, he commented. Further, both serve audiences outside as well as inside the country, and both recognize the necessity for self-regulation, he said.

Among dissimilarities Mr. Milliken listed radio's affording only sound, while movies give both sight and sound; the simultaneous and one-time presentation of radio programs, as against the exhibition of movies at will; the distribution problem arising from the necessity for photographic film in movies, as against radio transmission. Continuing, he said the customer, although the actual average amount has dropped from 28 to 23 cents in the last 10 years, still pays for his moving picture entertainment, while first-cost of a radio receiver is the only expense for the listener.

He also drew attention to the convenience factor between sitting at home listening to the radio and bundling up for a trip downtown to see the movies, and pointed out that while the radio listener may accept the commercial part of the program as a necessary evil going with a free show, a movie-goer ordinarily resents a commercial film because he doesn't feel like buying admission to get an advertising message.

Mr. Milliken also observed that while radio, through its very position, as an advertising medium, could promote a particular program on the air at small cost, the film industry must spend from $70,000,000 to $100,000,000 a year for advertising, embracing about 15,000 newspaper ads each day.

To carry out a code of self-regulation, declared Mr. Milliken, it is necessary to have high-calibre leadership; acceptance among participants on a democratic basis, provision for standards higher than those the mass demands, i.e., pay attention to the cultural elements as well as box-office reports, and education of the public to select and appreciate their fare.

GOV. CARL E. MILLIKEN

AP Still Noncommittal

RESULTS of the action taken recently [BROADCASTING, June 1] by the board of directors of the Associated Press in making its news available for use on commercially sponsored broadcasts are still a matter of "no comment" at AP headquarters. It was admitted that there had been "some response" and that "some members are taking advantage of this provision," but no details were divulged. It was said that no statement will be made until W. J. McCambridge, assistant general manager of AP, who has had charge of the radio activities of the press association, returned from Europe in August.

ELLIOTT ROOSEVELT, president of the Texas State Network, on July 11 was guest on the board of experts for *Information Please*, the program sponsored by Canada Dry Ginger Ale on NBC.

IRNA Votes Permanent Organization; May Hold Convention During September

SETTING UP of a plan for a permanent organization by Independent Radio Network Affiliates was voted July 11 at a meeting of the group held in conjunction with the NAB convention in Atlantic City.

Reelecting the present executive committee of IRNA, which has functioned for the last two years, with Samuel R. Rosenbaum, president of WFIL, Philadelphia, as its chairman, the group authorized drafting of the permanent organization plan, to be considered at a future meeting, probably in September. The present executive committee, plus members of the three committees designated last year to confer with the major networks on revisions of certain contractual arrangements, was authorized to serve as the planning committee.

Mr. Rosenbaum's reelection was by unanimous vote of the some 100 representatives of affiliated stations present. It was regarded as a vote of confidence in his administration, carried on without a headquarters organization. Members have not been assessed dues for the last year, or since the initial functioning of IRNA in the negotiation of the schedule with the American Federation of Musicians covering staff orchestras.

Pending Problems

It was agreed the plan for a permanent organization should also encompass a plank dealing with proposals which affiliates desire to discuss with the major networks, having to do with station breaks, unrelated commercials, bulk sales of time, and similar network-affiliate problems of recent months. Moreover, it was agreed IRNA, as a group, should express itself on the copyright question in advance of concerted action by the NAB, particularly on the subject of clearance of programs at the source by networks.

Adoption of the plan for the permanent structure came after a proposal that Edwin W. Craig, executive head of WSM, Nashville, be drafted to devise a new organization plan and platform. Mr. Craig, however, voiced the view that the present executive committee be empowered to devise the plan, explaining that his business obligations were such that he could not undertake the task. It was on his motion, unanimously adopted, that the present officers were retained, and also on his motion that the network negotiating groups were added to the executive committee membership as a board to draft the proposal.

The convention of the affiliates at which the permanent plan will be considered was left to the discretion of the committee, with the instruction that it submit the plan to the membership by Sept. 1. Because of the possibility of a general NAB convention in September, perhaps in Chicago, on the ASCAP-copyright issue, it was thought the IRNA meeting might coincide with such a session. In any event, it was agreed that irrespective of a general convention, the plan should be presented for adoption this fall.

Copyright Discussion

At a special convention in Chicago, Aug. 16, 1938, IRNA organized itself as a section of the NAB. At that time the officers elected included, in addition to Chairman Rosenbaum, Mark Ethridge, WHAS, Louisville, vice-chairman; L. B. Wilson, WCKY, Cincinnati, treasurer, and George W. Norton Jr., WAVE, Louisville, secretary and counsel. The network negotiating committees, which held several conferences on policies with heads of NBC, CBS and MBS, and which will serve with the officers in drafting the new plan, were:

NBC: Mr. Rosenbaum, chairman; Paul W. Morency, WTIC, Hartford; Walter J. Damm, WTMJ, Milwaukee; William J. Scripps, WWJ, Detroit; Robert T. Convey, KWK, St. Louis; Mr. Craig; Harold V. Hough, WBAP, Fort Worth; E. B. Craney, KGIR, Butte; Mr. Wilson.

CBS: Mr. Ethridge, chairman;

(*Continued on Page 82*)

Regionals Favor Pay-as-Use Policy

Oppose RMA's Book Favoring Operation With Superpower

A POLICY of pay-as-you-use in ASCAP royalty payments and a firm stand against the Radio Manufacturers Association's alleged "disregard for the rest of the radio industry" in favor of superpower drew full support of regional broadcasters attending a meeting called July 10 by John Shepard 3d, chairman of the National Association of Regional Broadcast Stations.

The regionals approved the stand taken earlier in the day by newspaper-owned stations for the pay-use principle in ASCAP negotiations and instructed Mr. Shepard to "fight for that principle" in the NAB copyright committee meetings. The attack on RMA centered on its recently published booklet, "Wanted . . . Better Radio Facilities", which was termed "a treatise for 500 kw. operation".

Resolution Adopted

Members of the group adopted a resolution registering definite opposition to this type of RMA literature and declaring that if RMA did not stop circulation of the cited booklet, the NAB-RMA cooperative promotion efforts should be brought to an end and the two organizations "divorced" in such matters. The resolution followed a report by Ed Kirby covering industry comments on the booklet which included an explanation by A. S. Wells, RMA president, that the booklet had been published by the RMA engineering department and was in no way connected with the activities of the RMA-NAB promotion committee. Mr. Kirby also declared that industry promotion would continue on a broadcast basis even in case of a "complete divorce" from RMA, with immediate efforts centered on promotion of the fall program schedules.

Paul D. P. Spearman, Washington attorney representing NARBS, reporting to the members, lauded them for successful cooperation in securing 5 kw. nighttime operation provisions for regional stations in the new FCC rules and regulations but declared the organization still had several jobs to do and must be kept together. Among NARBS' present concerns he included the FCC's "temporary" 26 clear-channel setup and the proposal to protect the present status of stations suffering little interference.

Three members of the NARBS board of directors, whose terms of office expired this year, were reelected as a group at the meeting. They were E. B. Craney, KGIR, Butte, Mont.; Campbell Arnoux, WTAR, Norfolk, and Hoyt Wooten, WREC, Memphis.

N. Y. Milk Series

NEW YORK STATE Bureau of Milk Publicity on Sept. 25 will start the radio portion of its sixth annual advertising campaign, which is backed by a $300,000 appropriation and handled by J. M. Mathes, New York. As in past years spot radio will again be used for 26 weeks with five announcements weekly on 17 stations in the state, call letters of which are not yet available.

Industry Achievements Praised By Miller in Reviewing Record

Urges Aggressive Front to Meet Groups Seeking to Exact Tributes From Broadcasters

WITH A RINGING address, hurling defiance at "self-seeking groups who come from the outside seeking plunder" and praising radio's accomplishments during the last year, Neville Miller, NAB's first paid president, made his debut July 11 before the membership of the NAB at its annual convention in Atlantic City.

Declaring the time has come when the industry must make its stand and "see the battle through", Mr. Miller gave to the membership an accounting of his stewardship during the last year. He cited the progress made by the reorganized trade association, asserting that a solid foundation had been laid, and he commended the work of his department heads, all of whom also started from scratch with the reorganization effected by action of the last convention in Washington in February, 1938.

Eighteen months ago, Mr. Miller recalled, the industry "was torn asunder by internal troubles". Today it has a membership of 422 stations and is truly representative of the industry and can speak for it, he observed. He expressed the hope that the industry, through NAB, can sit down with the Govenrment and across the table discuss the industry's problems. The recent action of the FCC in extending licenses to one year, he said, are indications that "we are at last about to find the stability so vitally needed by American radio; that vague fears and shadowy intimidations will once and for all be removed from this industry; that we shall be accorded the same confidence by the Government itself as is already accorded us by the public itself."

A Call for Action

Mr. Miller called for convention action on both program self-regulation and copyright. As chairman of the respective committees handling these white-heat problems, he presented their reports in detail at subsequent convention sessions. In talking of the code, he declared that failure of the industry to set in motion self-regulation in the industry "will strengthen the demand of those favoring governmental regulation of programs and will stimulate the confidence of those within the industry who believe they can operate their stations without concern for the best interests of the industry as a whole". Every violation of program ethics by the few brings condemnation down upon the heads of the majority, he declared.

In advocating action against self-seeking groups for which radio has been the target on the mistaken ground that the industry is "rolling in riches", Mr. Miller referred to the editorial in the July 1 issue of BROADCASTING recounting percentages and tributes paid by stations which total 47% of their rate before taxes. After quoting from the editorial, Mr. Miller commended its "serious consideration by every member of this industry, as well as those outside the industry, who seek to devise ways and means to exact further tribute from us."

"I believe the time has arrived when we can no longer continue to fight a long series of rear-guard actions attempting unsuccessfully to halt a steady advance of increasing demands," he asserted.

Mr. Miller made a plea for cooperation and confidence, in opening his address. He struck at loose talk and urged that the procedure be one under which qualified industry representatives in their negotiations "may enjoy a certain secrecy of movement", and "not be required that every step which they propose to take, every move they propose to make, be exposed to unfriendly eyes and exploited during the early stages of the negotiations."

Legislation, labor problems, legal department operations and litigation, public relations, research activities and engineering all were reviewed in the NAB executive's report. Mr. Miller commented on radio's brilliant accomplishments during the last year in program

Addressing Convention

NEVILLE MILLER

pursuits and in public service. Pointing out that commercial radio is 17 years old and that during at least half that time American business has been depressed, he cited the remarkable showing of the industry economically. The American people have invested the fabulous sum of some 4½ billion dollars in receivers, and 84% of all American homes now have sets.

Pointing out that the present agreement between network affiliates and the American Federation of Musicians expires Jan. 12 and that with the independent stations expires May 6, Mr. Miller said that members of the NAB Labor Committee already are giving attention to this matter. The committee plans to meet soon to determine NAB policy and to prepare for negotiations well before the expiration dates. The pacts involve expenditures by stations of a fixed percentage of their income for staff musicians as a means of alleviating the AFM unemployment problem.

AFRA Negotiations

The status of industry negotiations with American Federation of Radio Artists was reviewed by Mr. Miller, who observed that apparently this organization intends to confine its efforts "for a while" to the major markets. The only city other than key points in which AFRA has an agreement is in Racine, Wis., he pointed out.

Activities of the International Brotherhood of Electrical Workers and of the American Communications Assn. among technicians were reviewed, along with other union activities. Also covered was the applicability of the Wage & Hour Act to the broadcasting industry, and it was pointed out that principal problems arising out of the Act have resulted from the overtime compensation section.

Mr. Miller estimated that more than 200 broadcasters have obtained the NAB Labor Department's assistance in applying the Wage & Hour Act to their employes.

NAB Groups Report Progress; Budget Is Highest in History

Some $250,000 Spent, With $50,000 Balance; Departmental Achievements Are Reviewed

WITH A BALANCE as of June 30 of approximately $50,000, the NAB during its first fiscal year of operation as a reorganized association disbursed approximately $250,000, or more than double its disbursements of any preceding year.

Operating under the new method of payment of dues devised by the last convention in Washington in February, 1938, the financial statement covering the intervening 16-month period showed aggregate receipts of more than $300,000, according to the annual report of Edwin M. Spence, secretary-treasurer. Total expenses aggregated $248,178 and cash on hand as of June 30 amounted to $52,556. The largest single item of expense was $81,537 for salaries. Legal, engineering and accounting fees amounted to $33,820 and printing $25,635. Traveling expenses aggregated $17,239; expenses of committees, $14,206; miscellaneous expenses, $13,589; board of directors meetings, approximately $12,000; rent, $7,798; general hearings, $7,318; NAB-RMA promotional expenses, $8,500; furniture and fixtures, $6,244; postage, $5,651.

Mr. Spence's report revealed that on Feb. 12, 1938, when the last annual convention began, the NAB had 417 members. The association now has 422 active members and three associates, he declared. Of the aggregate membership, 256 stations were network affiliates and 159 independent stations, constituting 60% of all operating commercial stations in the country.

LABOR RELATIONS

The "remarkable record" of the NAB in its labor relations was recounted in the report of Joseph L. Miller, director of labor relations. Only two complaints of Wagner Act violations have been filed with the National Labor Relations Board against NAB member stations and both were settled "out of court", he pointed out. Asserting that few other industries have as clean a slate on compliance with the Wagner Act, he added that there has not been a single strike or lockout in the industry during the year.

Holding that all in all, the relationship between the broadcasting industry and labor is most amicable and that a continuation of the present progressive policy will keep it so, Mr. Miller recited a series of instances in which his work has assisted materially in "fostering this friendship and in reducing friction to a minimum."

RESEARCH

Paul F. Peter, NAB director of research, in his report pointed out that during the past year he has spent considerable time and effort in establishing accessible files and library facilities for research material and other basic facilities for the efficient performance of his duties. Because the principal work of the research director will always be concerned directly with the broadcasting industry, he said a very complete file of basic information for each station licensed or granted a construction permit by the FCC is being kept current with Commission action.

Reviews Questionnaires

A review of questionnaires dispatched by the NAB to stations—covering copyright, motion picture, engineering, law court broadcasting, alcoholic beverage advertising and Independent Radio Network Affiliates—was embodied in Mr. Peter's report. The results of these questionnaire studies, despite the burden on stations, proved most useful in handling these immediate problems. Mr. Peter said. Finally, Mr. Peter recommended reinstatement of the NAB Business Index showing monthly dollar volume of the industry, which was discontinued in 1937. He declared that many inquiries are received for in-

(*Continued on page 44*)

Wheeler Confers With Members of FCC on Policies

Clear Channels, Superpower Centers of Conversation

WITH clear channels and superpower the main topic, Senator Burton K. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, in which radio legislation originates, conferred informally June 29 with the entire membership of the FCC.

At the invitation of Acting Chairman Paul A. Walker, Senator Wheeler discussed the radio regulatory situation with the six members of the Commission, General Counsel William J. Dempsey and Chief Engineer E. K. Jett for more than an hour. Chairman McNinch was not present, being away on sick leave.

Although no official word was forthcoming, it was understood that Senator Wheeler inquired particularly about the recently promulgated rules, which become effective Aug. 1 and which fix the number of clear channels at 26. [BROADCASTING, July 1]. He has been a persistent advocate of duplication and an antagonist of superpower. It was explained to the Senator that the Inter-American broadcast allocations situation, complicated by Mexico's failure to ratify the Havana Treaty, made it desirable to retain a substantial number of exclusive channels lest their breaking down result in what was described as possible chaos.

Clear Channel Policy

Policy questions confronting the Commission were discussed by Senator Wheeler, who desired to acquaint himself and members of his committee with the Commission's operations, particularly in the light of constant criticism leveled against that body. It was not expected there would be any immediate change in Commission policy or sentiment as a result of the conference, since it was emphasized by Senator Wheeler that he appeared upon the invitation of Acting Chairman Walker and purely on an informal basis.

It was evident that the FCC does not have in mind any change in its clear channel policy as a means of serving rural listeners, until after the Havana Treaty is ratified by Mexico or some alternative agreement is reached. Whether the FCC, in that event, will be disposed to consider additional duplication of clear channels, notably on the East and West Coasts, remains an open question. In some quarters it is thought such a course is likely.

Moreover, the impression prevailed that the FCC will be inclined to consider individual applications for duplication on existing clear channels even under the new rules. In that fashion, it is entirely possible that the Commission may decide to veer from its established policy in certain individual instances.

Commissioner Walker had conferred with Senator Wheeler the preceding week and following this conversation suggested to him that he hold an informal conference with the FCC. Chief Engineer Jett on June 27 also conferred with Mr. Wheeler as well as Senator Bone (D-Wash.) on technical allocation matters, outlining the basis for the new rules and regulations.

In addition to allocation matters, certain phases of the FCC's network-monopoly inquiry also were discussed though it was pointed out that the committee which conducted the hearing has not yet drafted its report and conclusions. The censorship question was raised in connection with the provocative international broadcast rule and Senator Wheeler was advised that a hearing on the subject had been scheduled for July 14.

In friendly fashion, it was learned, Senator Wheeler urged the Commission to effectuate better teamwork. He deprecated unfavorable publicity and intra-Commission controversy.

AT BUREAU of Advertising luncheon (seated, l to r) are Leonard Reinsch, WHIO, Dayton; J. H. Ryan, WSPD; D. A. Brown, WHIO; Howard Lane, McClatchy; Ford Billings, WOWO-WGL, Fort Wayne. Standing (l to r) are Storm Whaley, KUOA, Siloam Springs, Ark.; W. C. Swartley, WOWO-WGL; Robert E. Bausman, WIRE; H. P. Lippincott, Philadelphia.

Sale of Broadcast Medium as a Whole Is Sought at NAB Advertising Session

NEED FOR cooperation of member stations in supplying success stories to be used in coordinated promotion of radio as an advertising medium, and the need for selling the radio medium as a whole to advertisers, were stressed at a luncheon meeting in Atlantic City July 10 under auspices of the NAB Bureau of Advertising. With attention directed at specific as well as general problems of radio selling, an increased budget for the bureau's activities and full cooperation in its research efforts were asked at the meeting.

Craig Lawrence, sales manager of Iowa Broadcasting System and chairman of the NAB Advertising Bureau Committee, presided and keynoted the panel discussions. Edward M. Kirby, NAB public relations director, reviewed the development of the advertising bureau idea as an outgrowth of the activities of the sales managers' committee and the district NAB meetings which brought to light the need for a concentrated industry-wide medium promotion of the same nature as that employed by other media.

Urging operators to "sell the medium first and individual coverage second", Mr. Kirby said the present functions of the bureau extended to research, both inside and outside the radio industry, compilation of sales presentations designed to promote radio as a general advertising medium, and studying the problems of consumer relations.

The growing importance of basic information on radio as an advertising medium, to be achieved through figures in black and white and "crisp" compilations of radio success stories in attractive presentations, was pointed out by Paul F. Peter, NAB director of research. The bureau's immediate function lies in research within the industry itself through interchange of information among NAB members, he stated, while later research efforts will extend to consumers and users of radio time.

Exhibiting advertising presentations prepared by a similar organization under the American Newspaper Publishers Assn., he lauded their idea of selling advertising in general and leaving it up to individual publishers to sell space after the advertiser has been impressed with the newspaper medium as a whole.

The NAB bureau at present has started similar promotion pieces, including a bi-weekly direct-mail piece covering specific successes in radio advertising and a ring-bound presentation promoting the radio medium, he pointed out, but enough material is not yet available to compile a presentation comparable to that available to the newspaper industry.

More Funds Needed

Dr. Herman Hettinger, well-known radio economist, also addressed the meeting informally, summarizing a study of sales administration in radio stations completed recently by one of his students at the University of Pennsylvania. Pointing out the development of definite selling procedures for radio, Dr. Hettinger reviewed the genesis in the last few years of station representatives, coverage surveys, coincidental surveys, and the work of the Joint Committee on Radio Research, to demonstrate the growing administrative task of radio operation.

The need for an all-industry promotional organization like the advertising bureau has grown, particularly since "the scrap for the advertising dollar is getting tougher than ever", he declared, but the NAB bureau is "competing on a shoestring" against the ANPA organization, which he said last year had a budget of $280,000 and this year about $400,000. He urged the industry to give the bureau enough "working capital" and not to expect it to paint radio as the 100% medium.

Panel discussions covering specific radio-selling problems were turned over to members by Chairman Lawrence immediately following the speeches. L. H. Avery, commercial manager of WGR-WKBW, Buffalo, led the discussion on selling time to chain stores; Edward Y. Flanigan, of WSPD, Toledo, on local promotion for national accounts; Charles C. Caley, of WMBD, Peoria, Ill., on manufacturer-local dealer cooperative advertising; Purnell H. Gould, of WFBR, Baltimore, on selling methods for banks and department stores.

KFDA, IN AMARILLO, TAKES AIR AUG. 1

KFDA, Amarillo, Tex., will go on the air Aug. 1 with 100 watts power fulltime on 1500 kc. The station will have Mutual and Texas State Network affiliations.

A reported $40,000 has been expended for the new station, which uses RCA equipment throughout and a Truscon 182-foot radiator. Studios and transmitter are located in the Nunn Bldg.

President of the Amarillo Broadcasting Corp., operating the station, is Cornelius S. Gooch, an Amarillo resident for 24 years, and operator of the Gooch Engineering Co. Gilmore N. Nunn, vice-president, also is an Amarillo native, and with his father, J. Lindsay Nunn, entered radio in the early 20's when they constructed the old WDAG, in Amarillo. Since that time the Nunns have operated newspaper and radio interests in the Southwest and at present are operating WCMI, Ashland, Ky., and WLAP, Lexington, Ky.

Commercial manager is Don C. Robbins, who has been in radio since 1922 when he joined KFI in Los Angeles. He has been affiliated with KJBS and KSFO, San Francisco, and as West Coast national sales manager for McClatchy Broadcasting Co. supervised construction and operation of KYOS, Merced, Cal. Recently he had been with Walter Biddick, station representative, in San Francisco. Earl R. Strandberg is program director, coming from KLRA, Little Rock, Ark. He entered radio in 1929 with WGAD, Amarillo, leaving in 1932 for WKY, Oklahoma City. Later he was with Southwestern Broadcasting System, Fort Worth, as program director, and with KMOX, St. Louis.

Operations of KFDA will be affiliated with WLAP and WCMI.

M-G-M in 28 Cities

METRO-GOLDWYN-MAYER Picture Corp., New York, through Donahue & Coe, New York, is sponsoring from 5 to 40 spot announcements weekly on stations in 28 cities throughout the country to promote its new productions, "Tarzan Takes a Son" and "Goodbye Mr. Chips", playing in Loew's theatres in those cities. Spots are used from ten days to a week ahead of the openings of the films on one station in some cities and as many as four stations in others.

Television Images Like These Were Shown at RCA Convention Exhibit

ELZEY ROBERTS
KXOK, St. Louis

ELZEY ROBERTS JR
KXOK, St. Louis

TED SMITH
In Charge of RCA Television Sales

Television Units For Field Showing Provided by RCA

Complete Equipment and Crew Will Be Rented Locally

TO ACQUAINT the public with television in areas which have not yet seen it, RCA announced during the NAB convention that it is making available several traveling units for local demonstrations by radio stations, among others. The system, using wires or low-powered high-frequency radio for transmission from the scanning camera to the simplified terminal and viewing equipment, which has been labeled the "Jeep", can be hired by the week by any broadcaster in any part of the country with complete equipment and crew.

Television was one of the main centers of interest at the convention, where RCA set up both its "barnstorming" unit to demonstrate how local telecasts can be handled and its shortwave unit to demonstrate actual Atlantic City boardwalk, personality and other pickups. For the latter the RCA-NBC mobile television trucks were on hand July 10. Remarkably clear pictures were shown for the four days of the convention.

So the Public May See

According to Ted Smith, television transmitter sales manager of RCA, the plan of sending out traveling units for local demonstrations is aimed at giving the public a first-hand view of video broadcasting as well as showing local broadcast station managers and others how the system has been simplified and how it works. High-definition pictures of 441 lines are shown, the equipment being exactly the same as that shown in the RCA and Westinghouse buildings at the New York World's Fair and the RCA exhibit at the San Francisco Exposition.

The plan to send the units into the field evolved after the enormous success that attended the demonstrations of wired television with the RCA equipment in the Kaufman Department Store of Pittsburgh in June and the Marshall Field Store in Chicago in July. Some 100,000 persons viewed style shows, local talent, people picked at random from the crowds, cartoons and other program material during the demonstrations in each of the stores.

The traveling units consist of a television camera, microphones and amplifiers, the "Jeep" (which is picture-producing unit containing monitor, amplifier and control equipment all in one cabinet), four banks of lights, a standing platform for subjects to be televised and all associated apparatus.

Sears Roebuck & Co. is one of the first to acquire a unit, having purchased one outright, and is using it at present to demonstrate only to its store managers and their staffs the operation of television with a view to taking advantage of the retail set market as it opens up.

With each unit, RCA furnishes a crew of three men who comprise a sufficient staff to operate the television transmissions. The rental basis is $2,000 per week, which includes all material and expenses and the services of the operators. For the second week the fee is $1,500. Several broadcasters at the NAB convention indicated their intention of booking the units for local displays, some planning demonstrations for promotion purposes.

* * *

FIRST order to be placed for the "barnstorming" television units was that of KGIR, Butte; KFPY, Spokane, and KXL, Portland, Ore., which plan one-week stands in those cities in October. I. R. Baker, RCA transmitter sales chief, and Ted Smith, in charge of television sales, made deals at the NAB convention with Ed Craney, KGIR, and Tom Symons, KFPY-KXL. Stanley Hubbard, KSTP, St. Paul, also announced placing an order for purchase of an RCA television transmitter.

WTIC Seeks Television

PROPOSED entry of WTIC, Hartford, into the television field was disclosed July 7 with the filing of an application by the Travelers Broadcasting Service Corp., licensee of WTIC, for a 1,000-watt visual outlet to operate in the 84000-90000 kc. band. The station would be located at Avon, hilltop site of the WTIC transmitter. The same day WOKO, Albany, applied to the FCC for a 500-watt facsimile station to operate on 25050 kc.

GETS EVERYTHING
RCA Custom Monitor Has Wide Receiving Range

WHAT its hearers generaly conceded was the "last word" in radio receptivity was demonstrated at the RCA exhibit at the NAB convention where a custom-built model of a new broadcast monitoring unit, capable of a receiving range of 45 to 12,000 cycles, including speaker response, was shown for the first time.

The set, which was built to specifications set forth by I. R. Baker, in charge of RCA transmitter sales, and which represents the combined efforts of the best minds in RCA's laboratories and factory, was described as capable of receiving "anything any transmitter can put out".

The model shown at the NAB is the only one yet built, and in fact no production plans have been made. In about four months more may be produced, according to Mr. Baker, and these will be offered first to broadcasters by direct sale from the factory. No plans to market the set publicly are contemplated.

The set was built to transmitter specifications on performance, including the monitoring speaker. Its reproduction is regarded as the closest thing to actually being inside the broadcast studio. It has six controls: (1) volume in db.; (2) bass compensator at 45 cycles; (3) power-phone, 50 cycle filter; (4) tuning; (5) selectivity up to 12,000 cycles; (6) sensitivity.

Dairy Group Sponsors

FARMERS in the Midwest have formed a Pure Milk Association which started an institutional series July 10 on WLS, Chicago, thrice weekly, 8-8:15 a. m., featuring Lloyd L. (Doc) Burlingham of the Assn. in a program titled *The Singing Milkman*. The association has 12,000 farmer-members and is devoting its entire advertising budget to radio, according to Presba, Fellers & Presba, Chicago agency handling the account. Hal Culver, singer for the series, is in fact a singing milkman having worked for a dairy in Nashville, Tenn., while he studied voice. Mr. Burlingham gives short talks on the health value of milk during the program.

WABC Is Forced Off Air By Fire in Switch Room

WABC, New York, on July 10 was off the air from 8:01 to 11:32 a. m. due to a short circuit in the circuit breaker in the station's main tower switch room, which caused a fire that melted part of the transmitting apparatus. Conflagration, which was confined to the single room, was put out in an hour, with repairs taking up the other two hours before the station returned to the air. During this period WJZ, WNEW, and WOR broadcast frequent announcements explaining that WABC was off the air due to technical difficulties.

In addition to the physical damage caused by the fire, which was not immediately determinable, the catastrophe cost the station approximately $250 in rebates to the sponsors of eight CBS programs which were cancelled on WABC, although carried by the rest of the network. These were: *Manhattan Mother*, sponsored by Lever Bros. (Chipso); *Bachelor's Children*, sponsored by Cudahy Packing Co. (Old Dutch Cleanser); *Pretty Kitty Kelly*, sponsored by Continental Baking Co. (Wonder Bread-Hostess Cake); *Myrt and Marge*, *Hilltop House*, *Stepmother*, sponsored by Colgate-Palmolive-Peet Co. (Super Suds, Palmolive soap, Colgate tooth powder, respectively); *It Happened in Hollywood*, sponsored by Geo. A. Hormel & Co. (soups); *Scattergood Baines*, sponsored by Wm. Wrigley Jr. Co. (gum).

Longine's to Use 85

LONGINES - WITTNAUER WATCH Co., New York, has announced that its fall advertising will be similar to that used last year, consisting of daily time signals on about 85 stations throughout the country. Arthur Rosenberg Co., New York, handles the account.

Benrus to Expand

BENRUS WATCH Co., New York, has announced that an increased appropriation for radio advertising will be used this September with several new markets to be added to those already carrying daily time signals. New stations will be decided early in August. J. D. Tarcher & Co., New York, places the account.

KRLD Dedicates New 50 kw. Plant

Dallas Station Staff Enlarged As Power Is Increased

NEW transmitter of KRLD, Dallas, was to be dedicated July 16, bringing the station's power up to 50,000 watts. Public officials and other dignitaries were slated to take part in the ceremonies, to be held in the Hotel Adolphus studios. The station has been operated since 1927, a year after its formation, by the *Dallas Times Herald*, with Edwin J. Kiest, owner and publisher, and Tom Gooch, president of KRLD Corp. and editor-in-chief.

The Western Electric transmitter is located at Garland, 14 miles away, with two 475-foot radiators emitting a directional signal to the west, south and east. In charge of the installation were Roy M. Flynn, KRLD chief technician, and Jack Herber.

Staff Enlarged

With the power increase the KRLD staff has been enlarged. James W. Crocker, formerly radio director of the Texas Pan American Exposition, has been placed in charge of announcing personnel and merchandising. He has been with the station nearly two years. Roy George is production manager. Three new announcers have joined the staff: Bill Ware, formerly of WKRC, Cincinnati; Thomas Meador Lowry, formerly of WHAS, Louisville, and Warwick Gilmore, of Oklahoma City. KRLD officials, besides Mr. Kiest and Mr. Gooch, are J. W. Runyon, *Times Herald* advertising manager, managing director; Clyde Rembert, station and commercial manager.

A special salute program was broadcast by CBS, with Texas Senators and Representatives participating. The station's own dedicatory program was broadcast at 6:30, with station and public officials taking part. During the inaugural week it was planned to broadcast transcribed salutes from 21 stations, including foreign stations.

NEW PLANT housing the 50,000-watt transmitter of KRLD, Dallas, is shown above with its 475-foot vertical towers designed to send out a heart-shaped signal pointing to the Southwest. The transmitter, located at Garland, Tex,. was to be placed in operation July 16. It was constructed under the direction of Roy M. Flynn, KRLD chief technician.

A Listener Knew

WAPI, Birmingham, was broadcasting the revealing information of the station's *Did You Know?* program. Answering the telephone, the WAPI operator heard: "Did you know you're off the air?" WAPI actually was off the air due to a power failure, but the trouble was fixed within a minute.

Ethyl to Go Musical

ETHYL GASOLINE Corp., New York, which on Aug. 21 resumes *Tune-up Time* on CBS, Mondays, 8-8:30 p. m., will change the format of the program to purely musical omitting Walter O'Keefe and all comedy. A new m.c. will probably be selected, while Andre Kostelanetz and his orchestra and Kay Thompson and her Rhythm Singers will continue to supply the music. BBDO, New York, handles the account.

Schulenburg Asks Uniformity in Data

Authentic and Standard Facts Declared a Vital Need

STANDARDIZATION of radio coverage and audience data, generally along the lines of the objective of the now dormant Joint Committee on Radio Research, was urged July 3 by E. A. W. Schulenburg, of Gardner Advertising Co., St. Louis, in a letter to a list of broadcasters.

Pointing out that the subject is one which has been discussed previously, although nothing definite has materialized, Mr. Schulenburg deprecated the lack of uniformity of such material. He urged that the whole question be settled at the NAB Convention in Atlantic City, looking toward the establishment of a bona fide organization.

Declaring he had been giving considerable thought to what might be done by stations to standardize coverage material furnished to advertisers and agencies and at the same time to give this material an authoritative stamp, Mr. Schulenburg said that in the publishing field the Audit Bureau of Circulations handles such data. The Traffic Audit Bureau performs a similar function for billboards, and furnishes an acceptable statement of circulation for this medium.

He suggested an organization of station owners, advertisers and agencies along lines similar to those followed by A.B.C. with a board of directors controlled by advertisers and agencies. The object of such a bureau would be to supply information on coverage along with essential data on a uniform and standardized basis, to be determined by the board. The cost of this service would necessarily have to be borne by stations, as well as the membership fees paid by advertisers and agencies. He suggested an organization of efficient engineer-auditors would have to be established for this work, so that coverage maps and data would be uniform for all stations.

The Joint Committee, established some four years ago and equally representative of broadcasters, advertisers and advertising agencies through their respective trade associations, has undertaken several studies on receiving set ownership and distribution but has never adopted a formula for standardization of coverage and audience data.

Profit of $7,003,700 by Major Nets And 23 O&M Stations Shown in 1938

A NET INCOME of $7,003,700 on total revenues of $44,862,567 was earned by the three major network organizations (NBC, CBS and MBS) and their 23 managed and operated stations during 1938, according to an additional income statement released July 6 by the FCC on the basis of its questionnaire survey. The report supplements the figures for the industry as a whole released earlier [BROADCASTING, July 1] which showed that 660 stations and the three major networks last year had total revenues of $111,358,378 and a net income of $18,854,784.

According to the new report, network operations of NBC (Red and Blue), CBS and MBS resulted in total revenues from time sales and other sources, after deductions of commissions, of $32,229,618. The net income from network operations only, amounted to $4,349,446.

M & O Stations

Station operation by the networks resulted in total revenues of $12,632,949 and net income of $4,958,289, indicating that on a smaller dollar volume the 23 managed and operated stations earned a considerably larger net profit than did the networks as such.

Included in the 23 managed and operated stations were the 14 NBC-operated stations: WEAF and WJZ, New York; WENR and WMAQ, Chicago; WRC and WMAL, Washington; KPO and KGO, San Francisco; WBZ-WBZA, Boston-Springfield (counted as one station); WTAM, Cleveland; KOA, Denver; KDKA, Pittsburgh; WGY, Schenectady.

The other nine managed and operated stations were those of CBS: WABC, New York; WBBM, Chicago; WJSV, Washington; WKRC, Cincinnati; WBT, Charlotte, WCCO, Minneapolis; KMOX, St. Louis; WEEI, Boston; KNX, Los Angeles.

MBS is represented in the aggregates as a network only, inasmuch as it does not own any stations but rather is itself owned by two of its stations — WOR, Newark, and WGN, Chicago. The revenue and profit figures for these stations are not included in the FCC report, nor are the NBC, CBS and MBS figures given separately.

To the net revenue figure for networks ($4,349,446) and the net revenue figure for the 23 managed and operated stations ($1,958,289), the FCC accountants added $174,751 as "other income" to make a gross income of $9,482,486. From this figure, however, deductions for Federal and State income taxes and other items, totaling $2,478,786, brought the net profit figure to $7,003,700.

According to the report, nine key stations of NBC and CBS had total revenues during 1938 of $5,356,846 and a net income of $2,549,987. These stations were NBC's WEAF, WJZ, WMAQ, WENR, KPO and KGO, and CBS's WABC, WBBM and KNX.

Non-Key Profits

The other 14 stations of the two networks, listed as non-key stations, had total revenues of $7,276,103 and a net income of $2,408,302. Thus the nine New York, Chicago, San Francisco and Hollywood key stations showed substantially higher revenues and a slightly lower net profit than the remaining 14.

Breakdowns by individual stations and networks were not made available, but David Sarnoff, NBC board chairman, at the May 2 meeting of RCA stockholders disclosed that NBC during 1938 earned a net profit of $3,434,301 [BROADCASTING, May 15]. In his 1938 annual report, William S. Paley, CBS president, reported his company's net profit for the year as $3,541,740 [BROADCASTING, April 15].

Total network time sales amounted to $54,938,879 during 1938, while the 23 stations sold $13,184,646 worth of time, the report shows, and the gross volume of business of the three organizations amounted to $68,123,525. Paid out to others for broadcast service was $19,483,369, which with other items brought total book revenues to $54,130,795. After deductions of $9,268,228 as commissions paid to agencies and brokers, the total revenue figure of $44,862,567 is reached.

Senate Confirms Walker With a Unanimous Vote

INDICATING a tapering off of Senatorial antagonism to the FCC was the confirmation, without debate, hearing or opposition of Commission Paul A. Walker to serve a new seven-year term on the FCC from July 1.

The Senate June 29 confirmed President Roosevelt's renomination of Commissioner Walker by unanimous consent. Previously, the nomination had been discussed in committee, but the favorable report to the Senate was unanimous. The Oklahoma Democrat has been a member of the FCC since its creation in 1934 and was in charge of the far-reaching investigation of the American Telephone & Telegraph Co. and its subsidiary organizations.

The next term expiration on the FCC is that of Commissioner Thad H. Brown, Ohio Republican, on June 30, 1940. Commissioner Brown has intimated that he may retire from public office by the end of this year to resume private practice of law. No formal announcement, however, has been made.

Posto-Photo to Add

POSTO-PHOTO, Camden, N. J. (film developing and enlargements), on July 3 for 13 weeks started three quarter-hours weekly of the *Make Believe Ballroom* on WNEW, New York. The company, also sponsoring *Phil Cook's* morning program thrice weekly on WABC, New York, plans to add more stations to the campaign later this summer. Redfield - Johnston, New York, handles the account.

Radio Found to Be Superior As a Medium for Cigarettes

College Survey Shows Broadcasts Far Outstrip Competing Media in Return-Per-Dollar

COMPLETE superiority of radio as an advertising medium for cigarettes is shown in a survey recently completed at Kansas State College. Surprising power of broadcast news programs is revealed in a second survey at the college, with radio ranking a shade below newspapers as the public's main source of news. A third survey analyzes the effectiveness of different types of commercial continuities.

So far ahead of other media was radio, the survey indicated, that it offered advertisers twice as much return per dollar spent on cigarette advertising as magazines offer, and nearly six times the return per dollar spent for newspaper advertising.

The individual research studies of the commercial and program side of broadcasting were completed recently by three Kansas State College students as part of their regular studies under H. B. Summers, instructor in radio broadcasting at the Manhattan, Kan., school. The surveys also were entered in competition for a $25 annual prize for the best piece of student research relating to broadcasting offered by WIBW, Topeka, and Senator Arthur Capper, its owner. First prize this year was won by Elton Pieplow for his study of consumer recall ability of advertising in various media.

Radio Far Ahead

Mr. Pieplow's survey indicated that with consumer recall ability for radio averaging far above other media, and with only 17.7% of the cigarette manufacturers' advertising expenditures going for radio advertising "the advertiser is getting, in consumer recall ability, nearly six times the return per dollar spent for radio advertising that he receives per dollar spent in newspapers".

Based on interviews with 768 cigarette buyers in five Kansas towns, the study showed that of 577 men answering, 78% recalled a radio advertisement for their particular brand of cigarette during the preceding week, 49% recalled a magazine advertisement, 39% a newspaper advertisement, and 33% a billboard advertisement. Of 191 women buyers, 73% recalled a radio advertisement during the preceding week, 47% a magazine ad, 39% a newspaper ad, and 24% a billboard. Responses to another question, whether an advertisement previous to the month preceding could be recalled, showed a slight general percentage decline, although the ratio remained substantially the same between the various media.

"While there was some variation in the results obtained in different towns, the figures were fairly consistent," Mr. Pieplow explained in his report. "Radio was in first place in every town in which interviews were made. Of course, the complete significance of the results hinges on the amounts spent for advertising in the various media.

Twice as Much

"It was impossible to discover how much had been spent in each media in the Kansas area; and agencies handling the tobacco accounts refused information as to total amounts being spent currently in different media over the nation. In 1937, however, total appropriations of the manufacturers of the four leading cigarette brands were about $5,000,000 for radio, $9,000,000 for magazines, and $14,000,000 for newspapers; and it can be fairly assumed that the proportions have not varied greatly in 1938 or for the early months of 1939.

"If the assumption is correct that the comparative amounts spent on radio, magazine, and newspaper advertising in the spring of 1939 are in proportion to the amounts spent in 1937—the percentages would be 17.7 for radio, 31.7 for magazines, and 50.6 for newspapers—the advertiser is getting, in consumer recall ability, roughly twice the return per dollar spent in magazines that he receives per dollar spent in newspapers, and nearly six times the return per dollar spent for radio advertising that he receives per dollar spent in newspapers.

"Miscellaneous facts discovered in tabulating replies include: A number of buyers who could not recall advertisements seen or heard during the previous week could recall advertisements seen or heard more than a month previously. Women showed lower ability to recall advertisements of cigarettes than did men; this was especially true in the case of billboard advertisements. Little variation is discoverable between brand preferences of men and of women. And finally, there was little or no variation in either brand preferences or in ability to recall advertising in various media, between buyers in large or small towns."

Reaction to News

The study of listener reactions to news broadcasts, conducted by Frank E. Woolf and based on personal interviews with 415 persons living in and near Topeka, indicated that 50% of those interviewed get their news chiefly from daily newspapers, 47% from radio newscasts, 2% from news magazines, and the remaining 1% from their neighbors. Of this number only 8% said they did not listen to an average of one news broadcast a day, while 36% averaged one newscast per day, 34% two, and 22% three or more.

With peak news listening during the 12-1 p. m. period, followed by 6-7 p. m., 9-11 p. m. and 7-8 a. m., 71% said they get their radio news from a single station, while the remaining 29% listened to newscasts over various stations. A preference for a particular news announcer was registered by 23% of those interviewed, with reasons for preference ranging from liking the announcer's voice to approving the manner in which he handled his news items.

Polled on their favorite type of news broadcast, 17% preferred the short, five-minute "headline" type, with few details; 38% preferred a quarter-hour broadcast, with important items presented in detail; 29% preferred a dramatized news form in the *March of Time* style, and 16% preferred a combination of different types, in most cases the quarter-hour program with some items dramatized.

Preferences in Commercials

The third survey, conducted by Donnasue Loymeyer showed a distinct preference for informal dialog plugs. It was based on the expressed reactions of 500 adult radio listeners to five different types of spot commercial announcements, and was designed to discover whether there is a significant relationship between the type or form of the commercial and listener attention. Most popular of the five continuity types was a dramatic dialogue, presenting a husband-and-wife scene, with a percentage rating of 69.5; second, formal announcement, preceded by an attention-getter in which a second voice is used, 65.8; third, informal announcement, with one speaker using the first person, 57.3; fourth, conventional "formal" announcement using a single voice, 45.9, and fifth, formal style, with two speakers presenting alternate sections, 44.1%.

Waring's N. Y. Repeat

LIGGETT & MYERS Tobacco Co., New York (Chesterfield), which sponsors *Fred Waring* five times weekly on NBC-Red from 7:15 to 7:30 p.m. (EDST), is giving the program a second hearing in the New York area for 13 weeks on WJZ, the NBC-Blue station in New York, 11:05-11:15 p.m., the time of the program's rebroadcast for the Midwest and Coast. This second broadcast in New York has been included in the Liggett & Myers contract with NBC and is not a test to determine listener interest in the area. Newell-Emmett Co., New York, handles the account.

Thriving Summer Business on Networks Brings June Total to All-Time Record

NETWORK reports of advertising revenue for June give continued evidence that national advertisers are staying on the air this summer in greater number than ever before and that the annual radio summer slump is rapidly becoming a thing of the past. Combined gross time sales of the nationwide networks for the month, best June in network history, total $6,470,770, a rise of 17.1% above the $5,524,476 total for June, 1938. Cumulative billings for the first six months of the year, $41,141,990, show a gain of 8.4% over the same period last year, when the billings totaled $37,948,408.

Individually, as collectively, each network reports the best June in its history. CBS, with $2,860,180 for the month, as compared with $2,121,495 for the same month a year ago, shows an increase of 34.8%. For the year to date CBS has a total gross billing of $16,918,818, a gain of 8.6% from the $15,582,555 billed in the first half of 1938. Mutual billings for June were $228,186, up 12.7% over the $202,412 billed in June, 1938. For the half-year period MBS cumulative billings total $1,624,235, beating last year's figure of $1,342,179 by 21%.

NBC's June total was $3,382,404, which may be broken down into $2,624,657 for advertisers using the Red network and $757,747 for the Blue. The June 1939 figure beats that of $3,200,569 billed by NBC in the same month a year ago by 5.7%. For the half-year, NBC shows cumulative billings of $22,598,937 in 1939, against $21,023,674 in 1938, an increase of 7.5%. Cumulative Red billings for 1939 to date are $17,234,147; Blue billings total $5,364,790.

Gross Monthly Time Sales

NBC

	1939	% Gain over 1938	1938
Jan.	$4,033,900	6.3%	$3,793,516
Feb.	3,748,695	7.2	3,498,053
March	4,170,852	9.6	3,806,831
April	3,560,984	7.6	3,310,505
May	3,702,102	8.4	3,414,200
June	3,382,404	5.7	3,200,569

CBS

Jan.	2,674,057	—7.1	2,879,945
Feb.	2,541,542	—5.2	2,680,335
March	2,925,684	—3.6	3,034,317
April	2,854,026	17.7	2,424,180
May	3,063,329	25.4	2,442,283
June	2,860,180	34.8	2,121,495

MBS

Jan.	315,078	16.7	269,894
Feb.	276,605	9.2	253,250
March	306,976	31.8	232,877
April	262,626	38.6	189,545
May	234,764	20.9	194,201
June	228,186	12.7	202,412

From CLICK

"We keep them out there to fill in just in case the phonograph breaks down!"

Petition by MBS Seeks FCC Limit On Net Contracts

Declares NBC-Crosley Pact Bar to Cincinnati Market

A NEW PLEA that the FCC forthwith adopt a regulation restraining stations from contracting with NBC and CBS for affiliations beyond a specified date, premised largely on the negotiation of the new five-year contract of NBC with WLW and WSAI, Cincinnati, was made to the FCC July 6 by MBS.

Urging the FCC to grant the oral motion made by Louis G. Caldwell, MBS attorney, when the so-called network-monopoly hearings were adjourned April 19, the MBS plea charged that NBC had negotiated the contract with the Crosley stations "for the purpose of preventing Mutual from having a satisfactory outlet in the Cincinnati area and of handicapping and injuring petitioner in its operation of a national network". The petition added that if NBC is successful in negotiating a Blue network contract with WCKY, Cincinnati, it would eliminate the possibility of MBS using any comparable facility in Cincinnati.

Monopoly Alleged

The original MBS motion, which precipitated a furore, has not been acted upon either by the Network-Monopoly Committee or the FCC itself. While no formal announcement was made, it was pointed out that the FCC, upon its own motion, can take whatever action it regards as necessary with respect to exclusive affiliation contracts. The committee does not plan to submit its report to the full FCC until fall. It is generally expected that it will contain legislative recommendations dealing with licensing of networks as such, guaranteed time clearance and exclusive network affiliation requirements.

The new MBS plea restated the reasons orally given by Mr. Caldwell for the suggested regulation terminating network affiliation agreements beyond a specified date, to be determined by the Commission. The petition bore the signatures of Mr. Caldwell, who is the MBS-WGN counsel, Frank D. Scott, MBS-WOR counsel, and Percy H. Russell, Mr. Caldwell's associate.

It was suggested the date be specified to allow sufficient time for the FCC committee to prepare a report, for parties to file exceptions and present oral argument, and for the Commission to announce its conclusions and issue regulations applicable to stations engaged in chain broadcasting. Among other things, the petition recited that NBC and CBS are engaged in securing and attempting to secure renewals of existing contracts for five-year periods, which in many instances would continue the existing situation until 1946.

The petition alleged that most of the major network contracts contain provisions which, because of the limited number of stations in many important cities, "tend toward monopoly, restrain competition and prevent both the growth of existing networks and the establishment of new networks." It was contended

(*Continued on Page 73*)

Radio Itself

EIGHT programs devoted to the story of radio itself, titled *So This Is Radio*, will be presented over CBS starting July 17, 10-10:30 p. m. (EDST). Columbia has assigned Norman Corwin, noted for his *Words Without Music* and *Columbia Workshop* productions, to write and direct the series. The programs are designed to take radio listeners behind-the-scenes and in dramatic form to answer questions most frequently asked by the audience.

Adam Hat Signs Fights

STARTING with the Henry Armstrong-Lou Ambers lightweight title bout Aug. 22, the entire fall-winter series of prizefights promoted by Mike Jacobs, comprising at least 16 encounters, will be sponsored exclusively over NBC-Blue by Adam Hat Stores Inc. (chain). Sam Taub and Bill Stern, who have handled the matches for the last two years, will announce.

Prefers Radio

GEORGE W. TRENDLE

Trendle Deserts Theatre for Radio

RESIGNING as president and executive head of United Detroit Theatres Corp., one of the Midwest's most important theatre chains, George W. Trendle, president of King-Trendle Broadcasting Co., licensee of WXYZ, Detroit, and operator of WOOD-WASH, Grand Rapids, has announced that he will hereafter devote his entire time to his radio interests.

"The nearness of television to actual commercial use and increasing responsibilities in the broadcasting field" are given officially as the reason for his retirement from the theatrical field. Mr. Trendle is also head of The Lone Ranger Inc., producer of the famous serial of the same name and also of the *Green Hornet* serial. He was the originator of both. He also is head of the Michigan Radio Network.

It was announced that WXYZ is anticipating a power increase in the near future and has acquired a 20-acre site for a new transmitter.

Mr. Trendle entered radio in 1930 with John H. King, his associate in the theatre business. They purchased WXYZ, and it has continuously been under his direction. The station has long been prominent for its original programs.

Wilson Signs CBS Affiliation For 50 Kw. WCKY, Cincinnati

AN AFFILIATION of WCKY, Cincinnati, with CBS was consummated July 12 under an agreement whereby the new 50,000-watt NBC outlet joins the network this fall, probably Oct. 1. WKRC, CBS-owned station in the city, will become an independent outlet and will probably be sold.

Simultaneously, it was announced that WMT, Cedar Rapids, Ia., also has signed with CBS and will leave the NBC-Blue as of next May 1. Owned by the *Des Moines Register & Tribune* interests, also operating WNAX, Yankton, and KRNT, Des Moines, CBS outlets, and KSO, Des Moines, Blue outlet, WMT will become a part of a new CBS group in the Iowa-South Dakota area.

The CBS-WCKY affiliation is an outgrowth of the controversy provoked by the new five-year contract of WLW and its sister station, WSAI, with NBC. Whereas all three Cincinnati stations have been optional Red and Blue outlets, the new NBC arrangement with the Crosley stations precluded WCKY's use for Red accounts. [BROADCASTING, July 1].

New NBC Plan Rejected

L. B. Wilson, president of WCKY, signed the agreement for the new affiliation with Edward Klauber, executive vice-president of CBS, both of whom were in Atlantic City for the NAB convention. The transaction followed preliminary conversations in New York the preceding week with CBS President William S. Paley, Mr. Klauber, Herbert V. Akerberg, station relations vice-president, and other CBS officials.

Immediately following the signing of the WLW-NBC contract last month, Mr. Wilson rejected the NBC proposal that he become an exclusive Blue outlet. Because his present affiliation contract with NBC has until 1941 to run, there was some speculation as to possible efforts by NBC to resist the WCKY-CBS affiliation.

Former Commissioner E. O. Sykes, counsel for Mr. Wilson, participated in the negotiations. It is the view of WCKY, it is understood, that NBC, by virtue of its arrangement with the Crosely stations under which WCKY is denied Red programs, already has breached its affiliation contract with the station.

It is expected that the rate for WCKY as a CBS outlet, will be $425 per hour. Its new transmitter already is installed and undergoing program tests, with regular operation expected to begin shortly, changing over from its present 10,000 watts.

There were several conferences between Mr. Wilson and his attorney, Judge Sykes, with NBC President Lenox R. Lohr and other officials of that network prior to signing of the agreement July 12. It was reported that an alternative proposition was made for continued affiliation with the Blue but that it had been rejected.

In the original conversations with Mr. Wilson, CBS discussed possible sale of WKRC to him as part of the transaction. This idea, it is understood, has been dropped, and the plan now is to dispose of the station in some other fashion after the new affiliation becomes effective.

The affiliation of WMT with CBS was agreed to in conferences of CBS officials with Gardner Cowles Jr., president, and Luther L. Hill, vice-president of the Iowa Broadcasting System. As a basic CBS outlet, the station will have an evening hour rate of $225.

JAMES W. BARRETT, head of Press-Radio Bureau, is offering a new service to stations throughout the country in the form of a weekly "news letter", which is timed for about 12 minutes and can be made available to sponsors. Charges are based on station power.

Yacht Race to Honolulu Is Covered for Seven-Up

SEVEN-UP Bottling Co., Los Angeles (beverages) through Buchanan & Co., that city, on July 4 started for two weeks sponsoring nightly quarter-hour reports of the San Francisco-Honolulu yacht race now under way, on KNX, Hollywood. The programs were shortwaved from aboard the 100-foot schooner *Geoanna*, with Jimmy Wallington, CBS announcer, as commentator, and Alden Packard, engineer.

Don Lee-Mutual network, as a sustaining special events feature, is also broadcasting nightly quarter-hour reports of the 14-day race direct from the 106-foot yawl *Contender*. Programs are shortwaved to amateur station W6QD, Hermosa Beach, Cal., and relayed to KHJ, Los Angeles, for release to the network. Dick Lovnes, of Long Beach, Cal., owner of the yacht and Don Wallace, radio operator on board, participate in the nightly broadcasts along with the crew.

Appeals WRNL Grant

CLAIMING it would be seriously affected by loss of revenue, WRTD, Richmond, Va., on July 10 appealed to the U. S. Court of Appeals for the District of Columbia from the FCC decision March 20 granting WRNL, Richmond, an increase from day to full time, and increase in power from 500 to 1,000 watts. Operation of WRNL as proposed, said Eliot C. Lovett, counsel for the Times-Dispatch Radio Corp., owner of WRTD, would adversely affect it by depriving it of program material and operating revenue and would "seriously jeopardize or actually destroy the ability of WRTD to carry on in the public interest". Beyond that, it was alleged that the decision technically is not good allocation practice and is contrary to the standards adopted by the FCC, as well as the provision of law which provides for fair, efficient and equitable distribution of broadcasting facilities.

Ah . . . here it is –
"How to Hold An Audience"!

● Prithee, goodsir, before ever thou treadeth the Thespian boards in these our great Midwestern domains—prithee peruse *The 1939 Iowa Radio Audience Survey*. . . . 'Tis worth thy weight in gold!

Seriously, we can't go very far with this Elizabethan double-talk, but you'll go a lot further in *radio* if you'll take an hour off, and study this newest and most monumental of the famous surveys conducted throughout Iowa by Dr. H. B. Summers, of Kansas State College.

Among other things, it tells you *what stations* the people out here listen to—*when* and *how much* they listen—*what* they like to hear—*how* they rate various programs. Yes, it even contains more than a dozen maps showing the intensity of coverage of various stations in Iowa. It is a source-book that you most positively should *have*.

Incidentally, it proves all the things we've always told you, to the effect that WHO performs by far the best job you can get in Iowa. Shall we send you a copy? There's no obligation, of course.

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives

Third Writ Issued By Federal Court

FCC Directed to Follow Its Ruling in Hannibal Case

FOR THE third time in as many months, the U. S. Court of Appeals for the District of Columbia on June 30 issued a writ of mandamus commanding the FCC to follow its decision in cases involving appeals from Commission actions.

In a per curiam opinion in the Courier-Post Publishing Co. case, involving reversal of a Commission decision denying the newspaper a new station in Hannibal, Mo., the court instructed the Commission to modify its previous action. The court earlier had issued writs against the Commission, commanding it to follow specific judgments in the so-called Heitmeyer case relating to a new station in Cheyenne, Wyo., and in the Pottsville case, having to do with a new station grant in Pottsville, Pa. Steps looking toward Supreme Court review of these cases had been initiated by FCC General Counsel William J. Dempsey, with the Department of Justice. The court subsequently had suspended its action in the Heitmeyer case, pending filing of additional briefs on the FCC's motion.

In the light of the Hannibal writ, it is expected the FCC will redouble its efforts to have the Department of Justice seek Supreme Court review of the questions involved, all of which go to the FCC's authority to reopen a case with new parties involved, after reversal by the appellate court.

Appeal Would Be Futile

In its new opinion, the court pointed out that on March 6, 1939 it had reversed the Commission's denial of the Courier-Post application for a new station in Hannibal. The application, together with that of Hannibal Broadcasting Co., had been denied for lack of public need for a local station in Hannibal. There also had been a question of possible interference with KWOS, Jefferson City, Mo.

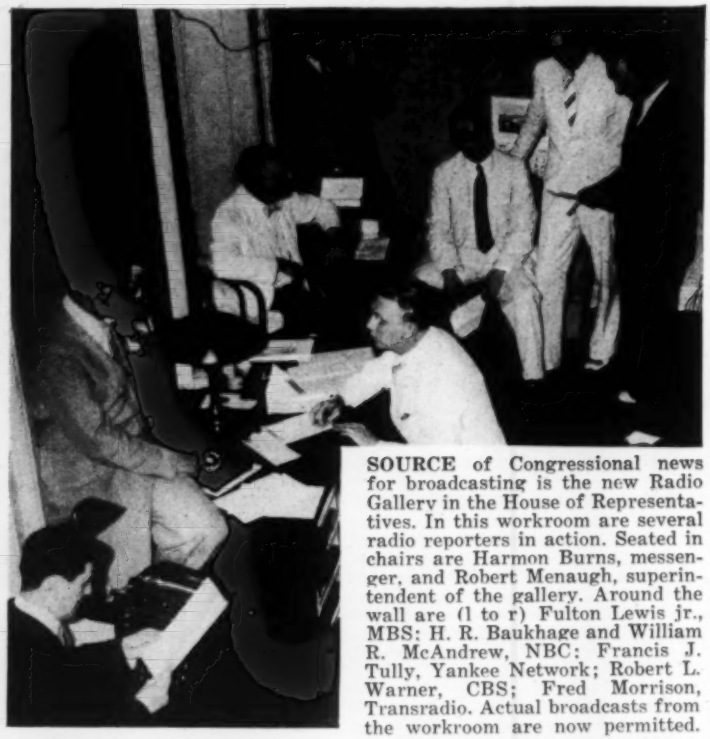
The court referred to its April 3 decision in the Pottsville case in which it said the appellant station ought not to be put in any worse position than it occupied at the original hearing, after a court reversal. It added it felt the Commission was wrong in joining in its order for rehearing in the Hannibal case stations which had not applied for licenses up to the time the Courier-Post case was heard by the Commission. If a different view prevails, it added, an appeal "would be a futile gesture and there would be no termination to proceedings of this character."

The court added that the law makes its decisions final and the Commission should proceed in accordance with its terms. Pointing out that the Commission held the court had no right or authority to direct it in any respect as to what it shall do after the court's decision is rendered, the court said that to recognize this principle "would be to establish an arbitrary discretion on the part of the Commission which we think is not provided in or contemplated by the Act."

In conclusion, the court said that its ruling does not apply to a reconsideration of the Courier-Post application with relation to possible objectionable interference with KWOS, since that question was in issue on the original hearing. "But to extend beyond this and to applications for stations not yet granted and not filed at the time petitioner's record was made, would be to retry the application on totally new and different state of facts and this, we have held, the Commission is not authorized to do."

On July 6, the FCC filed with the court a petition asking it to vacate its order in the *Courier Post* case and a supplemental motion for leave to file a brief and argue the motion. At the same time, it filed similar documents in the Heitmeyer case, asking the court to vacate or further suspend its mandamus order and to permit it to argue the merits of the issues.

Working Reporters in Radio's Own Gallery



SOURCE of Congressional news for broadcasting is the new Radio Gallery in the House of Representatives. In this workroom are several radio reporters in action. Seated in chairs are Harmon Burns, messenger, and Robert Menaugh, superintendent of the gallery. Around the wall are (l to r) Fulton Lewis jr., MBS; H. R. Baukhage and William R. McAndrew, NBC; Francis J. Tully, Yankee Network; Robert L. Warner, CBS; Fred Morrison, Transradio. Actual broadcasts from the workroom are now permitted.

New WFMJ Gets Ready

WITH department heads selected and construction progressing on schedule, the new WFMJ, Youngstown, O., 100-watt daytime outlet on 1420 kc., will go into operation between Aug. 15 and Sept. 1, according to William F. Maag Jr., publisher of the *Youngstown Vindicator*, who will be the licensee. Mr. Maag will direct the station, which will have its own quarters in a downtown building specially constructed for the purpose. RCA equipment is being used throughout with a Truscon radiator and Johns-Manville acoustical treatment in the studios. Mr. Maag announced the appointment of Leonard Nasman, formerly director of rotogravure advertising of the newspaper, as commercial manager; John H. Baxter, formerly with NBC Artists Service, as program director, and Frank Dieringer, of Cincinnati, as chief engineer.

WSMK Changing to WING

WHEN the new transmitter of WSMK, Dayton, goes into operation this month, the station will change its call letters to WING, according to an announcement by Ronald B. Woodyard, recently appointed general manager upon the retirement of Stanley M. Krohn Jr. as active director of the station [BROADCASTING, June 15]. The new power of the station, which operates on 1380 kc., will be 250 watts night and 500 day. Mr. Woodyard also announces new staff appointments as follows: Jack Ziegen, formerly of WTOL, Toledo, announcer; John Cummins, formerly of WBOW, Terre Haute, Ind., salesman; A. P. Rogers, formerly of WOPI, Bristol, Tenn., and recently manager of WBTH, Williamson, W. Va., salesman.

New WTMC Starts

FORMAL inauguration of the new WTMC, Ocala, Fla., 100 watts on 1500 kc., which was authorized for construction by the FCC last March, took place July 1 under the direction of John T. Alsop Jr., former mayor of Jacksonville, the licensee. The station occupies its own modernistic building on the Jacksonville Highway, and its equipment includes a composite transmitter and Wincharge vertical radiator. The staff as announced to date includes Hal Davis, commercial manager; Ray Cambron, program director; Bert Mead, chief engineer; Speed Veal, chief announcer; Betty Mayo, talent director; Charles Beresford, pianist; Helen Davis, cashier, and Henry Wells, of Pensacola, special representative of Mr. Alsop. Mr. Mead formerly was with WCOA, Pensacola, and the others are local residents.

Rep. Larrabee Advocates Superpower Inquiry for Benefit of Farm Areas

PREFACED by the observation that the FCC ban on superpower was depriving rural listeners of radio service they should be able to enjoy on equal terms with urban dwellers, a resolution introduced in the House of Representatives June 28 (HRes-234) by Rep. Larrabee (D-Ind.) recommends that the FCC take steps "to provide an adequate method to obtain data to determine the social and economic effects of power in excess of 50 kilowatts". The measure also states that "in so doing the FCC shall not be restrained from licensing one or more stations to operate on power of more than 50 kilowatts for such experimental operation as may be thus necessary". The resolution has been referred to the House Committee on Interstate & Foreign Commerce, where no action has yet been taken.

Giving his views on the superpower situation in an extension of remarks in the *Congressional Record* July 6, Rep. Larrabee commented that with 40% of the area of the United States receiving no satisfactory daytime signal and 60% receiving no satisfactory signal at night, power increases in excess of 50 kw. appear to be the only manner of providing the people in these areas with satisfactory broadcast service. He cited the case of his own State, Indiana, which he said has "little hope" of securing even a 50 kw. station, and declared that "it appears that our only chance for better radio service is through the possible licensing of high power."

He brought out also that it was unfair to force rural listeners to buy expensive sets in order to secure better service while a city dweller "can secure the best in radio by going to the corner drug store and buying a set at $9.99, when by the simple expedient of providing them, as is done in other countries, with a signal somewhat stronger, the expense is placed squarely on the shoulders of the broadcaster, where it belongs, and not on the already overburdened pocketbooks of our citizens."

New Camel Series

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes) on July 3 replaced Eddie Cantor's *Camel Caravan* with *Blondie*, a radio version of Chic Young's comic strip, on 90 CBS stations, Mon., 7:30-8 p. m. (EDST), with west coast rebroadcast, 6:30-7 p. m. (PST). Series features the film players Penny Singleton as Blondie Bumstead and Arthur Lake as Dagwood, with Larry Simms, 4, portraying Baby Dumpling. They were also featured in the Blondie films produced by Columbia Pictures Corp. Bill Artzt is in charge of music for the series and Bill Goodwin announces. Ashmead Scott is writer-director of the weekly-program, under supervision of Joe Donohue, radio executive of Wm. Esty & Co., New York agency servicing the account. Richard Marvin, radio director of the agency was in Hollywood for the initial broadcast. He later went to San Francisco to assist in starting Benny Goodman's *Camel Caravan* on NBC from that city July 8.

Huge Bonus for Summer Advertisers in Michigan

Twelve Million Vacationists Spending $300,000,000

— RESORTERS FROM 47 STATES —

Enter And Leave Through A Veritable Barrage Of MICHIGAN RADIO NETWORK BROADCASTING

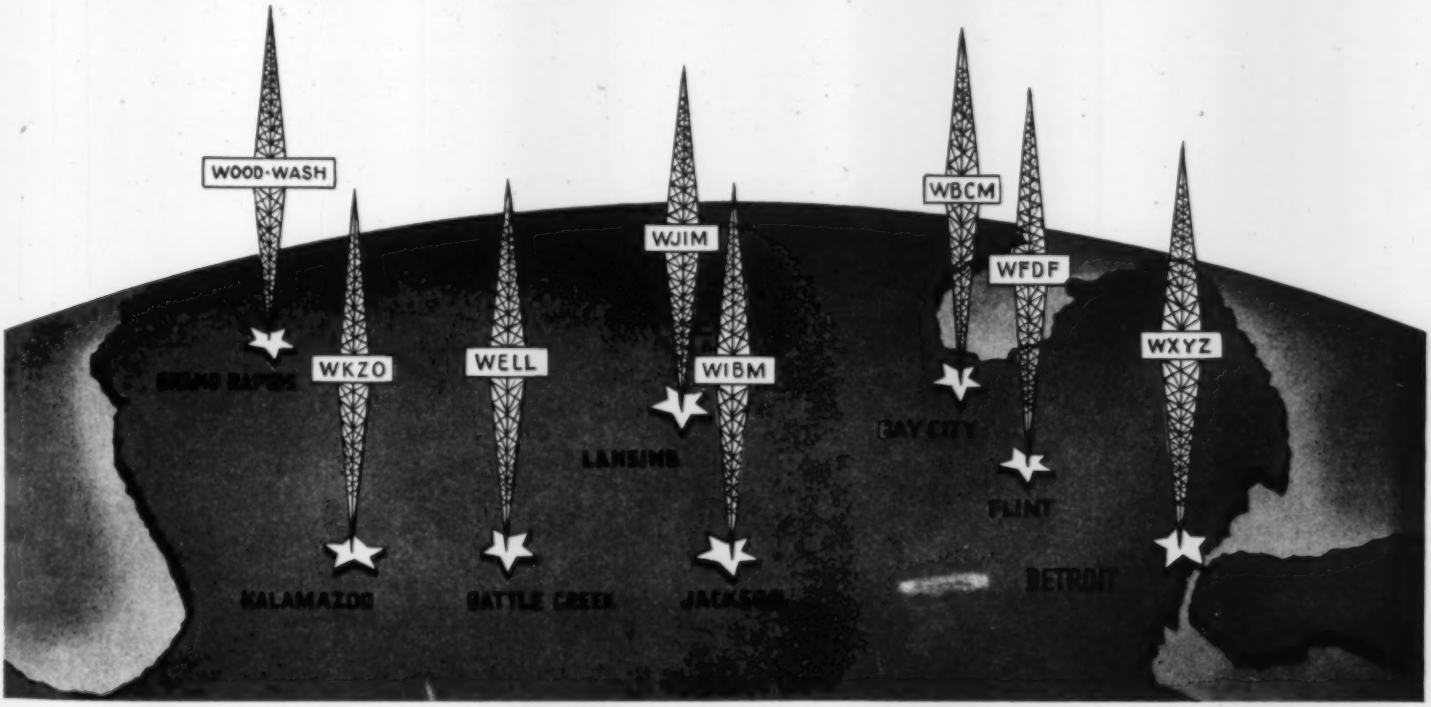
This is Bonus Buying Power— A Summer Plussage For Radio Advertisers Who Use Michigan Radio Network

For Rates and Market Information About Michigan Radio Network Write

KING-TRENDLE
BROADCASTING CORPORATION
DETROIT

Key WXYZ Station Blue NBC Network

NOTE: ***Here's business gain in Michigan from first quarter 1938 to first quarter 1939:*** **Household Refrigerator Sales Gain 57% — Farm Income Gain 3% — Electric Power Output Gain 26% — Life Insurance Sales Gain 39% — Heavy Construction Gain 72% — Passenger Car Sales Gain 79% — Gasoline Consumption Gain 7%. These tabulations are shown in Business Week June 17, 1939 issue.**



Bulova Gets New York Facility But May Face Long Litigation

Philadelphia-to-Boston Network May Be Organized With His New Fulltime N. Y. Outlet As Key

SUCCESSFUL in his first skirmish before the FCC to procure a fulltime 5,000-watt station in New York in lieu of his two present part-time stations and through acquisition of WPG, Atlantic City, Arde Bulova, prominent New York watch manufacturer and broadcaster, appears to be facing somewhat prolonged litigation before he can effectuate his plans.

With an investment of nearly $1,000,000 involved in the fulltime station project, Mr. Bulova contemplates making the proposed new station the key of a Philadelphia to Boston network, with a half-dozen outlets in which he has controlling financial interest. The proposed findings of fact and conclusions of the FCC, favoring the WPG acquisition, made public June 27, immediately drew the fire of several stations in New York. It was learned that exceptions and requests for oral argument definitely will be made in behalf of WOR, WHN and WMCA, with possibly other New York stations joining the opposition. The major networks, in behalf of their key stations, however, do not plan to participate.

Appeals Foreseen

In view of the quasi-recess of the FCC from July 15 until Sept. 5, when no hearings or arguments will be heard, it was logically assumed that oral arguments will be set for this fall. Exceptions to the proposed report are due by July 17. Moreover, it is freely predicted there will be appeals, should the Commission, after filing of exceptions and hearing oral arguments, affirm its proposed decision. A proposed finding, it has developed, is virtually tantamount to an actual decision, since the FCC has not yet reversed itself on such findings since institution of the new procedure last November.

The Bulova plan involves purchase of WPG, municipally-owned Atlantic City station, for $275,000 and removal to New York of that station's five-sevenths time facility on the 1100 kc. duplicated clear channel. Mr. Bulova already owns WBIL, which operates the other two-sevenths time on this frequency, having purchased that station for $275,000 from the Paulist Fathers in June, 1937. In addition he owns WOV, limited-time foreign language station in New York on 1130 kc. which he purchased from the late John Iraci for $300,000 in 1937.

Would Combine for Fulltime

The latter station, plus the present WBIL, would be deleted, along with WPG. In lieu thereof, Mr. Bulova would set up the new WBIL operating fulltime on 1100 kc. with 5,000 watts but with the likelihood that the station would be accorded 50,000 watts by virtue of its channel assignment. The 1100 kc. channel now is used by KWKH, Shreveport, which is installing a 50,000-watt transmitter, and it is said to be engineeringly feasible for the New York station to operate with a similar power. WOV's deletion would be forced by virtue of the 30 kilocycle separation between the 1100 kc. channel and the 1130 kc. channel which is not sufficient to permit non-interfering operation in the same metropolitan area.

The Greater New York Broadcasting Corp., which under the FCC action would operate the fulltime station resulting from the merger of WPG, WBIL and WOV, has been capitalized at $900,000. Mr. Bulova would supply the $275,000 for the purchase of WPG, his entire interest in WBIL and WOV, representing purchase prices of $275,000 and $300,000 respectively, and $50,000 additional in cash. It is estimated that the new fulltime station, with litigation and equipment costs, would represent a total investment of more than $1,000,000.

In addition to his ownership of WOV and WBIL, Mr. Bulova owns half of WNEW, New York regional. He has pending before the FCC an application for acquisition of WPEN, Philadelphia, which would become a part of the projected network. Other stations in which he has control or substantial interest presumably would be aligned in the network, including NWBC, New Britain, WCOP, Boston, WORL, Boston, and WELI, New Haven. Harold A. Lafount, former member of the Federal Radio Commission, is general superintendent of the Bulova radio interests and would head the projected network operations. Miss Hyla Kiczales is general manager of WOV and WBIL.

Economic Aspects

In its proposed findings the FCC based its conclusions on testimony presented at hearings which ran from Nov. 23 to Dec. 8 before Ralph Walker, FCC attorney. In addition to WOR, WMCA and WHN, four other stations, WQXR, WEVD, WBNX and WDEL, opposed the proposed merger, largely on economic grounds.

In its decision, the Commission said that the protesting New York stations based their interests solely upon a possibility that the operation of the new fulltime station would, through competition, result "in some financial loss to them which might exceed any loss now being sustained by them as the result of the operation of WBIL and WOV." Then the Commission added that no evidence whatsoever was introduced in support of this contention by any of these parties and that the Commission was unable to find from the record that any of the stations had established any interest which could be adversely affected by the granting of the application.

Regarding WPG, the Commission pointed out that the city had approved the sale of the station and that it had already issued a construction permit for a new local station in that city to the Press Union Publishing Co. Moreover, it pointed out, an application is pending for a second local station in that city.

Apropos the contract between Atlantic City and Bulova for the purchase of equipment of WPG,

(*Continued on Page 84*)

FCC Decisions

FOR additional FCC decisions, covering its summer windup meetings of July 12 and 13, see complete stories on page 84 listing transfers of ownership and new station and facility grants.

Coughlin Picketer Gets Court Delay

Pleads Not Guilty to Charge of Attempted WMCA Extortion

ALLEN ZOLL, commander of American Patriots Inc., an anti-radical organization, and an active member of the pickets who for more than six months have each Sunday demonstrated before the studios of WMCA, New York, in protest against the station's cancellation of the weekly broadcasts of Father E. Coughlin, on July 12 appeared in General Sessions Court of New York County to plead not guilty to a grand jury indictment charging attempted extortion of $7,500 from Donald Flamm, station head. Zoll allegedly offered to call off the picket line for this sum and threatened to double the number of picketers if it was not paid.

Judge Morris Koenig granted a request of George M. Carney, counsel for Zoll, for a two-week period in which to file motions. Zoll was also given permission to leave the State after Carney explained that National Surety Co., which had posted Zoll's bail of $3,000, had already given its permission. Request was made for reasons connected with Zoll's business as a sales representative, Carney said.

Started WMCA Picketing

Idea of picketing WMCA was first announced by Zoll at a mass meeting in New York Dec. 15 under the auspices of the Committee for the Defense of American Constitutional Rights. Following other speakers who had denounced the "censorship" of Father Coughlin by WMCA, Zoll called on the audience to join him in picketing the station the following Sunday. At that time he told reporters he was a Presbyterian and that the demonstration was "not merely a Catholic protest in support of Father Coughlin, but an American protest against the curtailment of free speech" [BROADCASTING, Jan. 1]. At their peak these demonstrations included as many as 2,000 persons, but recently the number has been under 500.

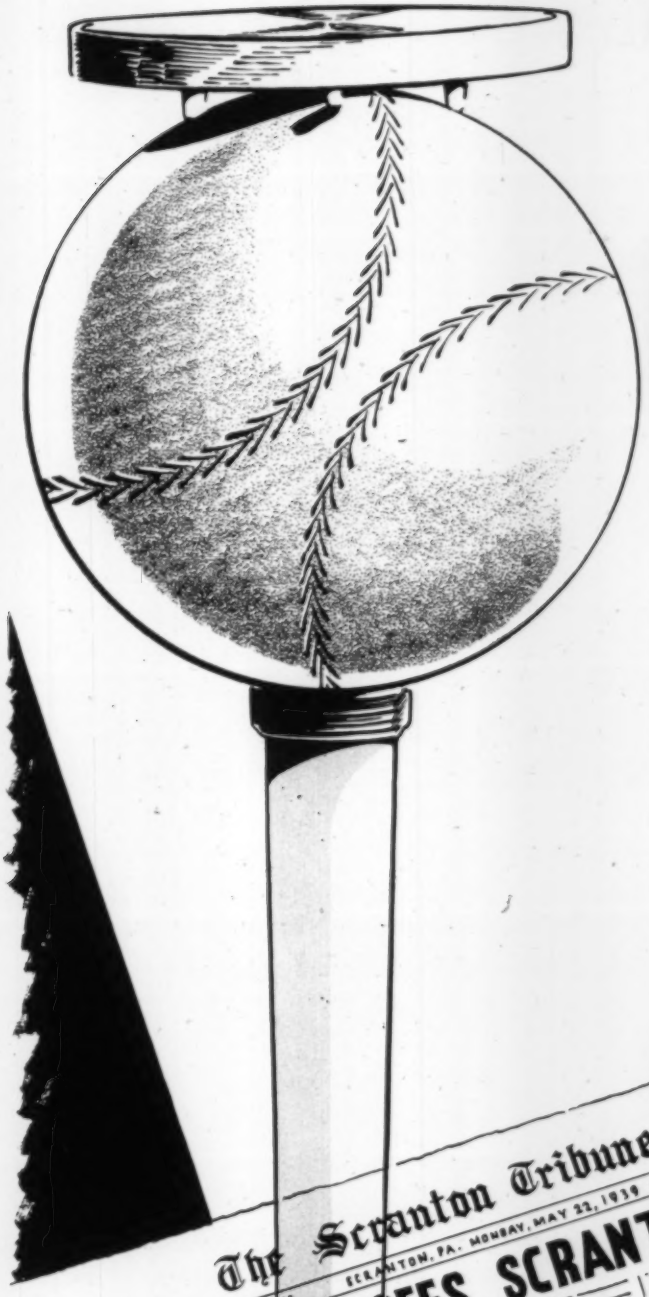
Caught by Dewey Detectives

Zoll was arrested July 1 on charges made by detectives of District Attorney Thomas E. Dewey's office that on June 30 he had demanded $7,500 from Mr. Flamm for calling off the picket line and that he had accepted $200 in marked bills as down payment. Zoll denied the accusation and said that the money had been paid to him for services as a sales consultant to help the station to get rid of the pickets. He was arraigned in Felony Court, appearing July 7, where the charges were dismissed and he was immediately rearrested on an indictment issued by the grand jury the day before. A group of about 50 persons, chiefly women, followed Zoll from the court into the hall where he was rearrested.

Local Channel Group Holds Pre-Convention Caucus at Atlantic City

MUTUAL forbears tracing back to Colonial America united Leslie Joy, KYW, Philadelphia, and George Joy, of WRAK, Williamsport, Pa., who met for the first time at the NAB Atlantic City convention.

THEY'RE OUT!...



AND WGBI BROUGHT THEM OUT . . .

* * * 8,790 Scrantonians (three more than a previous record) see a promise fulfilled when the total attendance mounts to 36,242 for 14 home appearances to date and thus exceeds by several thousand what the stingless Bees drew in all of 1937 here. (Scranton had no team in 1938)

(From the Scranton Tribune, May 22, 1939)

* * * the presence of the greatest outpouring in Scranton's professional baseball history, a Father and Son Night assemblage of 10,130 cash clients * * *

(From the Scranton Tribune, June 9, 1939)

EASTERN LOOP, REGIONAL RECORDS FALL AS 12,538 CHEER GATES CLOSED TO 3,500 THRU LACK OF SPACE

* * * the biggest sports assemblage in all Northeastern Pennsylvania's history * * * It also surpasses every Eastern League record by several thousand * * *

(From the Scranton Tribune, June 28, 1939)

The Atlantic Refining Company's sponsorship of Scranton home games over WGBI is the only *new* promotional medium used for Scranton baseball. So there's no denying that WGBI pulls them in . . . whether they're prospects for ball games, laundry soap or parcheesi sets.

Starch Personal Interview Survey found that 98% of the daytime listeners and 96% of the evening listeners in Northeastern Pennsylvania tune regularly to WGBI.

WGBI

Scranton, Pennsylvania.

SCRANTON BROADCASTERS, INC. *Frank Megargee*, PRES.

National Representatives: JOHN BLAIR *and* CO.

1000 WATTS
L.S.
★
500 WATTS
NIGHT
★
880 KC.

Horizontal Boosts in Power Not Planned Under New Rules

FCC to Grant Only Uncontested Increases to 5 kw Night for Regionals, 250 Night for Locals

NOTICE THAT there will be no horizontal or wholesale increase in night power of regional stations from 1,000 watts to 5,000 watts, or local stations from 100 to 250 watts, permissible under the terms of the new rules and regulations which become effective Aug. 1, was given July 5 by the FCC.

In a formal notice to station licensees, the Commission said, in respect to regionals, that final action will be deferred on all pending applications requesting nighttime operation which would involve "serious interference problems if other pending applications requesting the use of 5 kw. power on such frequencies are granted."

Where there are no engineering conflicts, however, the Commission after Aug. 1 can grant without hearing and upon proper application increases in power to the new 5,000 watt night output. Because the Commission will be in quasi-recess from July 15 until Sept. 4, there may not be any such increases until the latter date. It is possible, however, that it may devise a more expeditious procedure.

Increases for Locals

The same general procedure, it is understood, will be followed in connection with local stations, which under the new rules may increase night power from 100 watts to 250 watts. Because the "serious interference" factor is not as great, it is not anticipated that many difficulties will arise. Each power increase, however, will be considered on individual station application by the FCC after the Aug. 1 effective date.

Pointing out that such applications for 5,000 watts night effective Aug. 1 no longer will be inconsistent with the rules limiting maximum power, the Commission made public a list of two dozen applications seeking such power, but which may involve interference questions.

Applications affected by its action fall into three classes, the Commission explained. These include stations which have been set for hearing but not yet heard; those upon which a hearing has been held but no decision rendered, and those upon which a decision has been rendered and are now pending on a petition for rehearing. Regarding applications not yet heard, the Commission said an additional issue will be inserted in the notice of hearing concerning the interference problem with pending 5,000 watt applications and thereafter the applications will be heard in regular course. As to applications on which hearing has been held and applications pending on petition for rehearing, a further hearing will be ordered on issues related to the interference problem created by pending 5,000 watt applications.

Applications pending which are affected by the Commission's action covering cases heard but not yet acted on, include those of KOY, Phoenix; WRTD, Richmond; KSEI, Pocatello; W H J B, Greensburg; WDAE, Tampa; WFMD, Frederick; KROC, Rochester; WRR, Dallas; WMBG, Richmond; KTSM, El Paso; WOC, Davenport; and new station applications of United Theatres Inc., San Juan, P. R.; Enrique Abarca San Feliz, San Juan; Sentinel Broadcasting Corp., Salina, N. Y., and King Trendle Broadcasting Corp., Pontiac, Mich.

Cases on which decisions have been rendered and petitions for hearing filed are those of WTAD, Quincy, Ill., and the new applications of Citizens Broadcasting Corp., Schenectady; Thomas J. Watson, Endicott, N. Y.; Hampden Hampshire Inc., Holyoke, Mass.

Cases designated for hearing but not yet heard include those of KUTA, Salt Lake City; KFIO, Spokane; WGBF, Evansville, and the new applications of William P. Huffman, Wisconsin Rapids, Wis., and John F. Arrington, Valdosta, Ga.

JACK KNELL, special events reporter of WEEI, Boston, on July 15 was awarded the annual trophy of Atlantic City's National Headliners Club for the best radio reporting of a news event. The award was made to Knell for his eyewitness account (see above) of the rescue of the survivors of the sunken submarine Squalus, broadcast over CBS.

LENOX R. LOHR, NBC president, recently received two black bear cubs as a gift from Mrs. Martin Johnson, the famous explorer. The unusual gift followed a recent visit by Mrs. Johnson to Mr. Lohr's home at Tarrytown, N. Y. One of Mr. Lohr's children, having heard Mrs. Johnson tell of her explorations in Africa, thereupon asked for an "African" bear.

Regional Ratings on Appeal Program Are Undertaken by C. E. Hooper Inc.

TO AID sponsors in evaluating the influences of program "placement" on the inherent appeal of their radio programs, the monthly Hooper Radio Reports, beginning with July, will contain regional as well as national ratings, C. E. Hooper, president of C. E. Hooper Inc., announced to the advertising press at a luncheon on July 10. These regional reports will cover listeners in the "Eastern", "North Central", "South Central" and "Pacific" districts, coinciding with the time zones. "Mountain," while included in the national ratings, will not be shown separately, he said.

Thirty cities are covered by the reports, chosen on three points: There must be local service from CBS, NBC-Red and NBC-Blue. An adequate signal must be laid down by each local network station within the area. There must be a sufficiently large list of telephone subscribers to provide "fresh" numbers continuously even though such numbers are used up at the rate of 5,000 per month per interviewer. There are only 31 cities in the country meeting the first two requirements, he said, and of these one could not meet the third. The 30 cities used comprise approximately 30% of the total U. S. population, 67% of the total "A" markets population and 64% of the total U. S. retail sales volume, he stated.

National reports will be made monthly and regional reports on a three-month average, Mr. Hooper explained, changing each month as one month is dropped and another added. One will cover May, June and July; the next June, July and August, and so on. Reports are all based on coincidental telephone calls made at the rate of 600 across the country for each 15-minute period of the broadcast day.

Pointing out that program ratings are not really "popularity" ratings, Mr. Hooper said that a rating figure is actually made up of six factors: the inherent appeal of the program itself and five modifying or "placement" factors. These are: competition, time of reception, programs preceding and following the program being rated, survey points selected and lapse of time between the broadcast and the interview. It is, he said, the duty of the research organization either to eliminate or to explain these modifying influences on the program's intrinsic merit. In his reports, he said, the lapse of time factor is eliminated; the survey points were selected so as to give equal weight to all programs of the three networks studied, and the other factors are explained.

Issued in Three Parts

Beginning with July the Hooper reports will be issued in three parts: national program rating reports, sets in use reports and sectional program rating reports. The first, intended primarily for use by "production" executives, will show for each program: Name of sponsor; title of program; network; day and time; sets in use, % of total calls, with change from previous report; program rating, % of total calls, with change; % of listeners, % of sets in use listening to program, with change; sponsor identification, % of listeners to program. The sets in use reports, for "placement" executives, contain: per cents of total calls not answering phones; home but not listening; listening; listening to sponsored network programs, and tuned to other than sponsored network programs.

The sectional ratings reports, intended primarily for "management", will report in detail by geographic areas both for the program's broadcast period and the periods directly preceding and following the program for all three networks and for all others, the sets in use, sectional program rating and % of listeners.

This information, it was pointed out by Mr. Hooper and his associates, Eric Thompson and H. G. Boyd, will not give an advertiser an ABC report on his program but it will give him a means of measuring its relative merit in a directly competitive situation, which he will then be able to use in placing it to the best advantage.

Allentown Case Closed With Transfer of WSAN

FINIS was written to the so-called Allentown case, involving what was first heralded as a test of the newspaper ownership issue, when the FCC last month on its own motion granted voluntary assignment of the license of WSAN, Allentown, Pa., to the Lehigh Valley Broadcasting Co., to be combined with WCBA, which it already owned. The latter is controlled by the Chronicle & News Publishing Co., which publishes both newspapers in the city. Previously, the FCC had scheduled a hearing in Allentown on June 26 but indefinitely postponed it June 22. Then, at its meeting June 27, the Commission announced that, on its own motion, it had reconsidered the formal action and unanimously granted the applications for consolidation.

Last March, when the FCC designated the transfer application for hearing, it provoked considerable controversy. Commissioner T. A. M. Craven, in a strong dissenting report, questioned the majority action on the ground that the circumstances did not provide a satisfactory setting for a decision on the broad question which directly affected some 250 licensees of existing stations throughout the country affiliated with newspapers. He advocated a general hearing on newspaper ownership rather than a test case involving the relatively small city. The majority, however, had held that the question was whether a "local monopoly in public opinion" might result to the ownership of the two newspapers and the combined fulltime radio station by the same interests.

Macys Acquire WFAS

J. NOEL MACY, president of Westchester County Publishers Inc. and head of its subsidiary newspaper publishing operations, and his brother Valentine E. Macy Jr., have been authorized by the FCC to buy WFAS, White Plains, N. Y., for $25,500. The Commission on June 27 sustained a report rendered last November by former Examiner John P. Bramhall, recommending the transfer of the station from Selma Seitz, who with her husband, Frank A. Seitz, has operated it. The station, a 100-watt outlet on 1210 kc., which shares time with WGBB, Freeport, N. Y., and WBRB, Red Bank, N. J., will be affiliated with the newspapers of the Macy group, which are the *Yonkers Herald-Statesman, Tarrytown News, Port Chester Item, Ossining Citizen-Register, Mt. Vernon Argus, New Rochelle Standard-Star* and *Mamaroneck Times.*

Paul Lamoureaux (center sax) and his "Sweetest Music in Town". On KOIN in 15 minute night periods for four years for same sponsor, and heard on a number of network broadcasts. Available in program structure non-competitive with present sponsor.

"Pals of the Golden West". Western music at its best with top quality vocal harmony featuring one of the most remarkable yodelling sopranos on the air. Available in program structure non-competitive with present sponsor.

"The Castilians", a KOIN staff origination featuring music in the Latin manner, with contralto-tenor vocals and dialect m.c. Network performances have drawn favorable comment from all sections of the U. S., and group in demand for local personal appearance engagements. Available for sponsorship.

The KOIN "Concert Grand" orchestra, under direction of Joseph Sampietro, may be sponsored up to symphony size. The above group were photographed on the stage of Portland's largest theatre during a ten-week sponsored remote engagement as part of a 51 week campaign.

Introducing . . . some of the big-time "local" programs that help keep KOIN . . . . FIRST CHOICE in PORTLAND

●

Good home-town shows are great audience builders . . . With the biggest staff of artists in the Pacific Northwest . . . KOIN is a consistent leader in production activities and originates many network attractions.

●

HERE ARE SOME OTHER REASONS FOR KOIN'S CLAIM TO TOP RATING ON ALL SPOT SCHEDULES . . .

- Only CBS outlet in this fertile 120,000 square mile market.
- "Listener-first" policies under which no spot medical, dental, liquor, beer or wine advertising is accepted.
- Effective merchandising cooperation.
- Technical perfection.
- Extensive public relations activities.
- 96% of all homes have radios (highest percentage in U. S.).
- A healthy . . . productive . . . market . . . consistently gaining.

KOIN

THE JOURNAL . . . CBS Outlet
PORTLAND, OREGON

●

NOTE: KOIN HAS JUST COMPLETED THE BIGGEST SIX MONTHS in its HISTORY

. . . with a June gain of 21% over 1938 and a 13.7% gain for the six months period . . .

Nothing succeeds like success, and only success in audience building can produce this kind of success in advertising volume. And 42% of KOIN's total volume is *local* business where results *must* be delivered week after week.

●

National Representatives
FREE and PETERS
World Broadcasting System

Expansion of Staff Is Planned by FCC

Finally Gets Appropriation, With Increase in Total

SECURE with an appropriation of $1,838,175 for the 1939-1940 fiscal year which began July 1, the FCC plans to increase its personnel within the limitations of the new fund and also to modernize equipment at several of its monitoring stations to aid in "policing" work.

While its financial worries held on until the very eleventh hour, the Commission was given its new appropriation June 30 when President Roosevelt signed a deficiency bill carrying the fund. After the House on June 23 passed the deficiency bill, the Senate the following week carried through in swift order and the appropriation was provided just before the old fiscal year expired June 30.

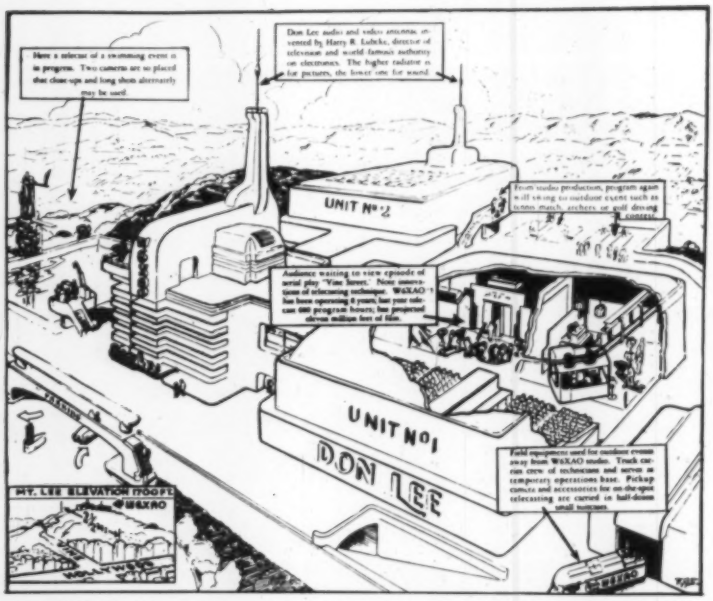
Would Enlarge Staff

The appropriation was $200,000 less than the budget estimates but some $93,000 more than the FCC had for operating expenses during the last fiscal year. Testimony at hearings before the House Deficiency Committee was to the effect that the Commission needed 28 new employes in the Secretary's office, ten additional lawyers, three additional engineers, and seven clerks in the field, as well as 10 new accounting employes, of whom nine would be assigned to the field. It was claimed these field accountants would be assigned largely to common carrier telephone and telegraph work, rather than broadcast operations, although they would be available for service in that field. Whether all of these new employes will be procured in view of the smaller appropriation, remains to be determined.

In the Engineering Department, the total payroll was $224,553 during the 1939 fiscal year. The Commission requested an increase of $23,914 to employ three engineers and seven clerks in Washington. In addition, an increase of $16,800 for the FCC field force, which would include six new inspectors, was requested. Replacement of old equipment in use at frequency monitoring stations, to a total amount of approximately $50,000, is proposed during the new fiscal year.

WAPI Appeals Denial

APPEALS from the FCC decision denying the transfer of the license of WAPI, Birmingham, from the three colleges owning the station to a new corporation in which CBS holds a minority interest, were filed in the U. S. Court of Appeals for the District of Columbia July 8 in the names of both interests. The station, a CBS affiliate, now is licensed to the Alabama Polytechnic Institute, University of Alabama and Alabama College, and the application denied by the FCC was for transfer through a lease agreement to Voice of Alabama, Inc. After the Commission denied the application May 16 [BROADCASTING, June 1] the groups filed a petition for rehearing which also was denied on June 20. The appeals, almost identical in context, were filed by Duke M. Patrick, Washington attorney.



WITH THE City Planning Commission approving the request of Don Lee Broadcasting System to move its television experimental station W6XAO from downtown Los Angeles to Hollywood, plans for the new structure to house the transmitter are being completed. Actual building will start as soon as the FCC gives its official approval for the transfer. New proposed telecasting site atop Hollywoodland will be known as Mount Lee, in memory of the late Don Lee, founder of the network. Cooperating with the Don Lee network in obtaining official zoning approval from the city was the International Photographers Union which sent a petition to grant the permit, contending it would mean additional work for its members. The union has signed a pact with Don Lee Broadcasting System, first agreement of its kind, calling for cameramen to be trained in telecasting with selected men to be assigned each week. Later agreement on wages and working conditions will be negotiated.

Policy Governing Television Licenses May Be Suggested to FCC in September

POLICY governing licensing of experimental television stations, comprising "phase two" of the agenda of the FCC Television Committee, will be suggested to the FCC when it reconvenes next September, as a result of recent meetings of the special committee.

Conferring July 12 on its procedure, the committee instructed the FCC staff to draft a proposed report embodying its ideas on policy. This followed the unanimous adoption June 27 of the initial report of the Television Committee in which a continuing study was advocated, along with a hands-off policy on approval of standards. In addition to Chairman T. A. M. Craven, the committee comprises Commissioners Norman S. Case and Thad H. Brown.

Primarily involved in the second phase of the committee's operations is consideration of pending applications for new stations in various sections and the formulation of a definite licensing policy. Under present regulations, experimental television licenses are issued only on condition that the licensees contribute to the technical advancement of the art, with no consideration given to testing of public reaction or program technique.

Regional Problem

It appears certain the committee will be disposed to recommend granting of licenses for other than purely scientific technical advancement. Moreover, it must grapple with the question of allocations to particular areas, in view of the very limited number of assignments available plus the matter of licensee qualification. It is definitely expected that guideposts will be established along these lines.

Unquestionably, established radio agencies and more particularly broadcast station operators will be given consideration in any new station grants. Radio manufacturers, who have been in the forefront of experimentation, newspaper organizations, and motion picture companies are looked upon as probably the best qualified television licensees.

There are now pending before the committee approximately a dozen applications. Several propose contributions to programming technique and tests of audience reaction, rather than undertaking basic scientific development. It is felt the Commission would be disposed to require that licensees contribute toward program development as well as technical advancement, though it may separate the requirements insofar as individual licensees are concerned. Tentatively, it appears that licensing can be classified into four categories: Television experimenters and manufacturers; qualified experienced broadcasters; newspaper organizations, and motion picture companies, plus other qualified individual groups.

A difficult question has been that of coordination of transmission and reception and some thought has been given to a requirement that television transmission should fit receivers of all types. Moreover, it is felt that definite procedure should be established under which the public could be advised of any developments in television which might bring about rapid obsolescence.

Time sharing of licensee stations may become a necessity at the present state of the art and because of the limited channels available. Some thought has been given to a procedure under which cities of over 1,000,000 population would have a maximum of three stations; those of 500,000 to 1,000,000 two stations, and those below 500,000, one station.

It is expected the committee will begin writing its report on the licensing policy phase as soon as the Commission reconvenes Sept. 5. The report then will go to the full Commission for consideration.

Applications pending for new television stations include those of Don Lee (KHJ); the *Milwaukee Journal* (WTMJ); Crosley Corp. (WLW); Earl C. Anthony (KFI); May Department Stores of Los Angeles; Allen B. DuMont Laboratories for New York and Washington; Television Productions Inc. of Los Angeles; LeRoy's Jewelers, Los Angeles; Kansas State College, Manhattan, Kans. (KSAC); Joseph M. Peckham, Albany, N. Y.

Two additional applications for experimental television stations also will come before the committee. One will be on behalf of two department stores—Bloomingdale's of New York, and Abraham Straus, of Brooklyn, through the Metropolitan Television Corp. of New York. The second is on behalf of the Grant Union High School, of North Sacramento, Cal., and presumably is premised upon use of the station as a part of its curriculum.

WLW Puts Flood Photos On Facsimile Broadcasts

FACSIMILE pictures of the July 5 flood that swept Morehead, Ky., were broadcast in the early hours of July 6 by WLW, Cincinnati. Photographs were taken by Peter Koch, of the Cincinnati *Times-Star*, who flew over the devastated area with Michael Hinn, WLW announcer. Wilfred Guenther, Crosley's coordinator of facsimile and television, put five photographs on the air with brief descriptive matter.

Hinn gave a description of the scene after the flight. Cecil Carmichael, WLW public relations director, Bob Booth, WLW remote engineer, and Ed Mason, WLW announcer, drove through the waters into the city and broadcast a description by direct wire.

Folger May Go East

J. A. FOLGER & Co., Kansas City (coffee), which has appointed Lord & Thomas, New York, to handle its advertising, may add some eastern stations to the list now carrying the five times a week quarter-hour serial *Judy & Jane*, sponsored by the company in the Midwest for the past three years. Plans for expansion are still indefinite. Stations now carrying the program are: KFYR KOA WHO WEBC WJMS WDAY KPRC WDAF WMC WCCO WKY WOW WFAA KMOX WOAI WIBW KVOO KFH and WNAX.

53.2%

New All Time Rating Record for *ANY* network

on NBC Blue!

(Blue Basic and Blue Supps.)

Louis-Galento Fight

June 28th, 1939

Thanks to the sponsor, Schick Injector Razor and their agency, J. M. Mathes

For every success there is always the fellow wh
Spot Broadcasters get the breaks naturally. The
local flavor not inherent in any other form of
advertisers are those who capitalize most on Sp
firmly the great opportunities Spot affords. • It
stations which have demonstrated—and are c
knowledge of successful Spot technique. • Adv

ow who chirps up, "Plenty lucky—he got the breaks." . They get flexibility of time and station, and they get rm of radio advertising. ● The most successful Spot on Spot's natural advantages—those who seize most . ● It is significant that such advertisers choose these are demonstrating today—their thorough, practical ● Advertisers who use these stations *make* the breaks.

WSB	Atlanta	NBC
WAGA	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Minneapolis-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WHN	New York	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WTAG	Worcester	NBC

THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK
MINNESOTA NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK • CHICAGO • SAN FRANCISCO
DETROIT • ST. LOUIS • LOS ANGELES

White House Secretary Lauds Radio

Hits Myth of Official Pressure Against Broadcasters

(*Continued from page 19*)

censing authority lay down in advance definite, detailed and rigid standards of public service, implemented by specific rules and prohibitions. It would be difficult, if not impossible to draft such standards free from the odium of censorship. But the elements that compose public service are not vague or mysterious. Each of you broadcasters knows whether your station is doing the right kind of job and, for my part, I would be willing to leave to a jury of broadcasters any specific instance involving the right of a station to have its license renewed.

Plenty of Freedom

You would know the answer. Only recently, I am advised, the Communications Commission has extended the license period from six months to a year for standard broadcast stations. The requirement that a broadcast licensee make annual justification for the use of a franchise granted him by his Government is in no sense incompatible with freedom, as we understand it, and it is *not* necessary to lay down tight regulations to prevent flagrant disregard of the fundamental decencies of broadcasting. The Commission, it seems to me, has ample authority to proceed against any licensee who persists in a course of conduct which reasonable men agree is contrary to any rational standard of public interest.

The question then arises whether, in the process of making this determination, any violence is done to the freedom of radio. Of the 700 odd radio stations, the vast majority of whom have had their licenses regularly renewed since 1927, I am told that less than a half-dozen have had their licenses revoked for cause. Since the Communications Commission was created in 1934, the records show that only a single station has failed to obtain its renewal of license—and that for some violation of technical engineering regulations.

Yet it is said that you gentlemen live in a constant state of fear that your licenses *may* be taken from you and that, therefore, you must spend too great a part of your time and give up too great a part of your time on the air in trying to please the big, bad government in Washington. The big, bad government, standing over you with hand outstretched ready to snatch away your precious license. Of course, I know and I am certain you agree that this just isn't so.

Thus it would seem that there has been no perversion of the duty of the regulatory authority to examine periodically the station's record. What, then, is the basis for the clamor that radio's freedom may be invaded? Certainly the brief history of radio regulation affords no conclusive evidence of any threat to the fundamental American right of freedom of speech.

Censorship a Myth

Nevertheless, certain myths have grown up which deserve examination. The first myth *that should be cracked* is censorship. The Communications Act of 1934—I am certain you have recently read this section—says "nothing in this Act should be understood to give the Commission the power of censorship . . . and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech."

There is nothing ambiguous or equivocal about that language. Legalists may quibble over its commas and semicolons but I stick to the interpretation that it means exactly what it says. And should this Commission or any of its successors promulgate any regulation that violates that section, broadcasters have the remedy of judicial review and, if you *can't* get in the courthouse, you can *ignore* the regulation until the Commission takes you there.

The Shortwave Censorship Rule

The recent outcry over the regulation relating to international broadcasting demonstrates that the people of our country would never tolerate censorship. In this instance, the Commission, as you might expect, disclaimed any attempt at censorship and I understand it now has convened a hearing to determine whether the rule should be revised. It is my personal hope that the final regulations governing this class of broadcast stations will leave no doubt that freedom of speech *is* American culture and that *no* agency of government intends to supervise or control the programs broadcast.

In my opinion, censorship of radio, the press and other media of public information, should it ever develop, would be preceded by a real upheaval in the basic structure of our government and economic system. Professional alarmists may spin learned and fanciful parallels of events here and abroad, but these United States of ours *defy comparison.*

And I reiterate: I am the last person in the world to advocate censorship of what is said by broadcasters in the United States or by newspapers in the United States. I say this not only because I am a firm believer in the constitutional provision for freedom of expression, but also because I am equally a strong believer in the common sense of the American people within our borders. No "columnist", "interpreter" or "broadcaster" who misinterprets, misquotes or invents news out of a clear blue sky survives long. The good sense of the American people catches on to the fact that he is a perverter rather than a purveyor of news.

In the same way the American people soon lose confidence in the type of individual who seeks to stir up prejudice — prejudice against race, against religion or against color.

For Notoriety or Pay

Thus I can conceive of no permanent danger within our country, even though great temporary harm is often done to our national welfare by such people. The average American citizen realizes that in most cases their principal motive is to seek notoriety either for the sake of notoriety itself or because they are paid sums of money by people who have special axes to grind.

There is a real danger—a permanent danger, however — in news stories which might originate in the United States and be directed by foreign agencies to the citizens of other nations. The people of other nations are not as familiar with our own background as we are and the most fantastic stories about what is going on within the United States are readily believed by foreigners when they hear these stories over the shortwave or read them as so-called news stories in their newspapers. They get wholly erroneous ideas not only about facts in the United States, but also about public opinion in the United States. The result is that these foreigners, because of false impressions, become less friendly to us and make it more difficult for us to maintain or to make friendships with them. This affects, of necessity, what we call our American relationship to international affairs as a whole.

I do not have to cite instances or to give illustrations. I do not have to name names. You are just as aware as I am that within the past few years there have been newspaper columnists and radio commentators whose words have been hailed with glee in certain portions of the earth as proof that the United States is friendly to certain principles of international conduct, which, as a matter of fact, the overwhelming majority of Americans dislike and abhor. To say that false news of this kind emanating from the United States does harm not only to us but to civilization as a whole is putting it mildly. But that does not mean that the time has come for Government censorship even over such false news.

Avoiding Falsity

It is obvious that those who operate international broadcast stations have a very definite public duty to keep their programs free from false news. Definitely this is their duty—and definitely the Government is watching and will continue to watch with great interest to see whether those in control of these stations continue to observe this public obligation. International broadcasting is but a single aspect of this problem. It is my information that international broadcasting by American stations, largely because of the accuracy of their reports, are relied upon by constantly increasing numbers of foreign listeners. While it is a sad commentary on our civilization that harried citizens elsewhere under the penalty of incarceration or worse must obtain accurate news from without their borders, you international licensees

Feminine Touch

DELEGATES to the National Federation of Business and Professional Women's Club, meeting in Kansas City July 10, ordered a message sent to President Roosevelt urging that a woman be appointed to the FCC. A resolution asking that a "business or professional woman" be named, especially in view of women's importance as listener and program critics, was passed by acclamation.

EARLY CONVENTION arrivals were (bottom row, l to r) Mrs. George Diefenderfer; Maurice C. Coleman, WATL, Atlanta; William Appleby, WPG, Atlantic City; Harold Wheelahan, WSMB, New Orleans; R. H. Mason, WPTF, Raleigh; George Diefenderfer, Paul H. Raymer Co. Back row (l to r) Walter Koessler, WROK, Rockford, Ill.; Clark A. Luther, KFH, Wichita; Stanley Schultz, WLAW, Lawrence, Mass.; Jack Field, WPTF, Raleigh; Fred Brokaw, Paul H. Raymer Co.; Fred Ripley, WSYR, Syracuse.

are performing a genuine service for them. Free men everywhere, I hope, will continue to crave truth even if they must bootleg it.

Although I am not familiar with them in detail, I know that the networks and many independent stations have developed enlightened policies dealing with religion, political discussions and commercial continuities. One specific policy which impresses me with radio's own recognition of its stewardship is that which prohibits the sale of time for propaganda purposes. To permit the individual or group with the greatest financial resources to utilize radio to peddle their own particular brand of social or economic philosophy would be a grave mistake for radio. Among other things, it would deny equality to groups with lesser resources.

Equal Treatment

In dealing with radio, the White House in 1933 adopted and has maintained a policy of equal treatment of networks and stations. When the President speaks, the microphones of any responsible broadcasting organization may seek and obtain their place on his desk. Certain restraints have, as a matter of necessity, been imposed in the relationships of radio to the White House. For example, we have insisted that radio announcers in dramatized news broadcasts or otherwise refrain from imitation of the President's voice, unless specifically authorized with a direct quotation and appropriate explanation that it was not the President speaking. It was done because it had been our experience that such imitations resulted in deception and after such a broadcast the White House mail was heavily loaded with inquiries of bewilderment.

The myth of censorship and the fallacy that broadcasters goose-step to official pressure seem to a sideline observer to be the twin bogey-man of radio. In my opinion freedom from official censorship, freedom from domination by any administration or political party rests with the radio itself. So long as its operations reflect the "doctrine of fair play" as expressed by the provision of the statute governing political broadcasts, so long as programs are interesting, informative and clean—in brief so long as radio serves democracy, it will remain free.

I belong to what may be the old-fashioned school in that I believe a reporter should stick to the facts with appropriate elucidation to make the news understandable and let his reader or listener reach his own conclusions. And I like that portion of the proposed code which you have under consideration, which says originally:

"If a broadcaster devotes a reasonable amount of time to fair and two-sided discussion of controversial public issues, using representative speakers to give differing points of view, he is providing debate and the expression of opinion on controversial issues in a far more effective way than it can possibly be provided by one or even a handful of commentators, regularly expressing personal points of view on every conceivable subject."

Let me speak in conclusion of my own amazement of the growth and development of this industry. It is an old story to you but fascinating to those not engaged in broadcasting to contemplate the fact that in 15 years more than 81 per cent of our families have acquired radio sets. That broadcasting must have done a good job is further evidenced by the fact that these sets are in use almost five hours a day. Through the medium of network systems more than 90% of our population can listen to the voice of their President and to his critics, hear the greatest in music and the drama; and the world is brought to our door. Contrasted with what has been done in other countries, we are convinced that the pattern adopted in America not only is the most consistent with our domestic traditions but affords the greatest opportunity for the development of a superior service.

No one can predict when radio will become of age because the miracles of science apparently have no boundaries. Of this much I am certain—radio in the hands of private enterprise has done amazingly well. With the government assuring free competition in the service to our people, with that sense of public responsibility your codification efforts imply, with that awareness to needs of scientific research you have manifested, there is every reason for you to receive the continued and enthusiastic support of the public—that ultimate tribunal of success.

IS RADIO censored or isn't it, was the question discussed at an informal roundtable during the recent reception given by MBS for John Steele, its European commentator. Taking part were (l to r) Raymond Gram Swing, commentator for the BBC; Mr. Steele; Fulton Lewis jr., MBS Washington commentator, and Elliott Roosevelt, commentator for Emerson Radio and president of the Texas State Network.

Elliott Roosevelt Charges Censorship Of Fear and Urges Indefinite Licenses

STATING that the present term licensing system of radio has placed the American broadcaster under a definite "censorship of fear," Elliott Roosevelt, president of the Texas State Network, turned the scheduled discussion of radio as a news medium here and abroad into a heated discussion of censorship in the United States during the press reception given June 29 by Mutual in honor of John Steele, the network's representative in London and Europe.

Also participating in the roundtable were Raymond Gram Swing, who nominated the advertising agency as the real American censor, and Fulton Lewis jr., MBS Washington commentator, who acted as interlocutor. Reception was held at the Hotel Ambassador, New York, during Mr. Steele's first visit to New York in six years.

In England, Mr. Steele said, scripts intended for broadcasting to English audiences must be submitted to the BBC in advance, but for the foreigner broadcasting from England to his own country there is no censorship at all. This is not true elsewhere in Europe, he added, citing the case of an American broadcasting to the U. S. from Rome who said something the government censor did not like and was cut off the air immediately.

In Case of War

He said that of course the English government in case of war, would censor all talks, shortwave as well as local, and if a commentator such as himself were allowed to broadcast at all, he said, it would probably be by recordings, which could be censored by the government before they were put on the air. Any other form of censorship would be futile, he declared, since "an indiscreet man, or a man who wanted to put something over, could by the use of two words supply the key to the picture puzzle that the enemy was waiting for."

Regarding radio news as currenty received by the English public, Mr. Steele described BBC's news broadcasts as "very fair and very objective, although perhaps restricted, and that about half of the English public has shortwave receivers which can easily bring in newscasts from Germany, Italy, Russia or any other country.

Mr. Swing cut in at this point to state that while his weekly broadcasts to England from the U. S. are theoretically censorable, the BBC representative in this country actually looks at about one script in ten and "in the five years that I have done this broadcasting I have never had anything modified nor any attempt made to influence anything I wanted to say as the BBC commentator in this country."

Asked by Mr. Steele about the possibility of censorship in America through the FCC, Mr. Roosevelt replied that "We have definite censorship in this country, the censorship of fear, fear by the broadcasters of losing their licenses." Advocating a system similar to that of the Interstate Commerce Commission, under which a broadcaster would be licensed indefinitely and have to defend his license only against charges that his operation was not in the public interest, Mr. Roosevelt further declared that "if a radio station or a radio chain desires to have an editorial policy on one side of a public question, I believe they should have the right to have that, as long as they label it as such."

"The trouble I find is that there is too little definition on the part of the FCC of what the rules and regulations should be as to defining what a program is. If they will define a program clearly at the beginning and at the end, then, in my opinion, there should be no fear of censorship or of a station losing its license. If they give out propaganda, all well and good, label it propaganda."

Because of the present term licensing system, he continued, the broadcasting industry "is the only industry of any size whatever that cannot go to a bank for its financing on a regular commercial or industrial basis. We have to depend entirely on private speculative capital for the development of our industry."

Sponsor Censorship

The real censorship in this country is that of the advertising agency rather than the FCC, according to Mr. Swing, who stated that "if a person with political opinions is put on to sell a given product and he has views which are going to awaken opposition, the sale of the product is going to be stopped at a certain place, namely those people who don't agree with him. Your advertising agency will be interested in keeping him from spreading the views which stop the sale of the product, and in the nature of things the expression of political opinion over commercial programs is a matter which has to be examined very carefully, because there you have an automatic censorship directed not for any political end at all, but simply in the promotion of a commercial program."

Pegler Declares Press Must Fight for Free Air

WARNING against a controlled radio that could be used "as a propaganda arm to destroy the freedom of the press", Westbrook Pegler, discussing the recently announced international broadcast rules in his syndicated newspaper column July 6, declared that the "perfidious press" probably will have to take over the fight to establish freedom of the radio, since the broadcasting industry itself is afraid to use its own medium to present its own case because it would "necessarily attack the political agency of the New Deal which controls its conduct and issues the licenses by which it operates" and risk "painful or disastrous reprisals".

Although radio operators as a group are a "dangerous" commercial rival of the newspapers, and the press has a selfish motive for wishing the worst of luck, the press "ironically, finds itself compelled to assist its commercial rival in a feeble struggle against coercion and censorship", he said.

Radio relies on the newspapers to present its case to the public, and it has been the press which has emphasized the hidden significance of the ruling of the Communications Commission which requires that international broadcasts must promote international goodwill, understanding and cooperation," Mr. Pegler commented.

New Net Policies Explained by CBC

Agencies and Stations to Get Official Notice on Hookups

By JAMES MONTAGNES

CANADIAN agencies and stations are to receive a letter this month from the CBC outlining the new CBC policy in regard to all network programs not using the CBC regional or national nets. The new system will require advertisers wanting to use two or more stations connected by landlines to go direct or through an advertising agency to the CBC for time on any independent stations.

The CBC will make all arrangements with the individual stations the advertiser wants to use, will look after all billings, and remit to the stations their full card rate less the usual agency commissions, which it will remit to the agencies. The CBC does not plan to charge anything for the service. The new policy goes into effect about Aug. 15 or Sept. 1.

Heretofore the advertising agency has gone to the CBC for lines for any network programs and for the CBC okay on the program. Now the entire transaction must go through the CBC, which will negotiate with the individual stations wanted by an advertiser for the required time.

A Complicating Factor

While no official information has as yet gone out on the new CBC policy, news of the change was revealed in a letter sent by Dr. A. Frigon, assistant CBC general manager [BROADCASTING, July 1]. Many station owners and agency executives feel the new policy will complicate their network plans.

The CBC does not plan to use the new hookup policy to bring more business to CBC networks, it being the opinion among CBC officials that the CBC cannot carry more commercial networks as a government-owned body. The outcome of the hookup policy may be a second series of regional networks, but this, CBC officials say, is for future development. Meanwhile Horace Stovin, station relations supervisor, is making a tour of Canadian broadcasting stations to explain the new policy and program matters.

Harry Sedgwick, CFRB, Toronto, president of the Canadian Association of Broadcasters, and Joseph Sedgwick, solicitor for the CAB, were informed of the new policy by the board of governors at Ottawa July 5 and 6, and were told that the change was purely for administrative purposes and would help facilitate network planning. As a result of their talk with the board they are of the opinion that the new policy will work out satisfactorily for the private broadcaster.

New Script Service

READY-TO-AIR Service, a script service designed to provide stations with fresh material for man-on-the-street interview and quiz programs, has been started in New London, Conn., by Bob Howell, of WNLC, New London. The staff, headed by Howell, includes Bea Goodrich, former news commentator of WMEX, Boston, and several other radio people. New scripts are now in preparation for release soon.

Drawn for BROADCASTING by Sid Hix

"Stop That Facsimile Program! We Can't Send Dollar Bills Over the Air!"

Policy on Network Election Programs And Time Division Adopted by the CBC

PRIVATE broadcasters and the CBC will lose considerable income from election broadcasts as the result of a new policy regarding network broadcasts for elections as laid down at the CBC board of governors meeting at Ottawa July 5-7. According to the new system every federal political party will be apportioned time on the national networks, the broadcasts to be carried on a sustaining basis on all Canadian stations with the CBC paying all line charges. The CBC ruling affects CBC-owned and privately-owned stations whether affiliated with the CBC national nets or not.

Election broadcasts can be purchased by any political parties and noncommercial organizations or societies interested in public affairs for regional hookups on privately-owned stations, with the CBC approving the hookup. No CBC-owned stations may take part in such a hookup. For local political broadcasts, privately-owned but not CBC-owned, stations may sell time to candidates. All political broadcasts must stop 48 hours before the polls open.

To Keep Politics in Bounds

The new instructions go into force in regard to a federal election as soon as Parliament is dissolved or an election date is announced. The CBC reserves the right to cancel all purchased political network broadcasts as soon as the date for the dissolution of Parliament is announced.

The new election network regulations were made after consultation with the various political parties and follows the recommendations of the House of Commons radio committee made this spring. The plan is designed to place election broadcasts on a more orderly and democratic basis. From the listener's point of view, it also aims at keeping the total amount of political broadcasts within reasonable limits.

The method whereby the CBC will ascertain how much time will be apportioned to each existing and each new party will be determined by the representation of the various parties in the last two Dominion elections, the House of Commons representatives in each party, the total votes cast for each party in the past two elections, the number of candidates nominated for each party in the past two elections. That the listener is entitled to hear all sides of any national problem will also be a deciding factor in allotting time to all parties. As in Great Britain, the government party in power at the time of the election will have the final national network allotted to it. No network program is to last more than one hour.

The CBC goes on to explain that "the Corporation does not believe in or practice censorship. It neither exercises itself, nor authorizes any private station to exercise any restrictions on matter broadcasts, other than those specifically set out in the printed regulations issued by the Corporation in its capacity as authority over all broadcasting in Canada."

With the possibility of a Dominion election being held this autumn, the outcome of this new policy will be closely watched by the CBC, so that if it is successful, it will be implemented for provincial elections as well.

Individual privately-owned stations may sell time to political candidates and parties for local broadcasts only, subject to the terms of the Broadcasting Act and its regulations.

The CBC issued a regulation July 12 designed to prevent use of transcriptions in circumventing the network election ruling, closing the last loophole in the policy and placing the onus on private broadcasters for acceptance of such disc campaigns.

Cereal Firm's Plans

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal), will maintain approximately its spot schedule of last fall, it is understood, using the quarter-hour disc series in Swedish accent titled *Tina & Tim* on a thrice weekly basis this fall. Last fall the series was aired on 17 stations [BROADCASTING, Sept. 15, 1938]. H. W. Kastor & Sons Adv. Co., Chicago, is agency.

50 kw. CBK to Take Air July 29 in Saskatchewan

THE FOURTH 50,000-watt transmitter to be opened by the CBC goes on the air July 29 as CBK, Watrous, Sask. The opening address will be given by CBC chairman L. W. Brockington, from London, England, where he is working on CBC-BBC program exchange.

CBK is a sister station to CBA, Sackville, N. B., opened on April 8. Both stations were built by RCA in Canada, with the vertical radiators built by Canadian Bridge Co., Walkerville, Ont. The station will carry a limited number of commercial network programs at present, but in the autumn when the full CBC commercial network goes into operation with fall business, will be on the network, at a nominal commercial charge. Present CBC network stations in the Saskatchewan area covered by the new station, (CKBI, Prince Albert; CFQC, Saskatoon; CHAB, Moose Jaw; and CKCK, Regina,) will not be dropped from the network because of the installation of the new transmitter. CBK will be on the air from 12 noon to midnight.

Roy Cahoon, formerly with special events department of CBC, has been placed in charge of the station, which for the present will have only an engineering staff, as no programs will originate there.

Other members of the engineering staff are W. W. Grant, F. B. Johnson, C. F. Pattenson, E. S. Haggerty, Harold J. Marshall, R. L. Punshon, and G. Sheffield.

MBS Right to Transmit To Canada Is Renewed

DESPITE the claim of WJBK, Detroit local, that its service had been "impaired", the FCC June 28 made public its proposed findings of fact and conclusions to grant the application of MBS for renewal of its permit to transmit programs to broadcast stations in Canada, notably CKLW, Windsor-Detroit. The Detroit local had contended that MBS service to CKLW not only resulted in "unfair practices" but also had an adverse effect on its business operations. Under the proposed finding, all parties have 20 days from June 27 in which to file exceptions and request oral arguments before the FCC.

The FCC stated that the record in the case "does not disclose sufficient facts to justify Station WJBK's claim that it has been impaired by unfair practices." It added that at this time consideration of the maintenance of a "free interchange of programs with stations licensed by the Government of Canada outweighs the present suggestion of possible adverse effect upon the service rendered by the American station."

24 for Sweets Co.

SWEETS Co. of America, New York, is sponsoring thrice-weekly participations on the *World's Fairest Music* program with Johnny Prentiss on WMCA, New York, will further promote Tootsie Rolls later this month with 150-word spot announcements three to nine times weekly on a list of 24 stations throughout the country, which have not been definitely decided upon as yet. Biow Co., New York, handles the account.

Morning Listening

THE Hooper-Holmes Bureau has just completed a very detailed roster survey in the New York Metropolitan District. This study was sponsored by WOR, National Broadcasting Company, Columbia Broadcasting System, and the Hooper-Holmes Bureau.

The study shows the programs listened to by 6881 families from 6 A. M. to 1 P. M. each day for one week—about 1000 each day. For the first time these sponsors have a definite picture of the audience for each quarter-hour period on thirteen New York stations.

Furthermore, this study shows the division of listeners in the five boroughs of New York and the fourteen counties in the Metropolitan District outside the city proper. And, for each program it gives the economic level of listeners in four groups. The difference in listening of telephone subscribers and non-subscribers is clearly indicated for each program.

If you are interested in seeing a copy of this very complete radio study, get in touch with the Hooper-Holmes Branch in your city.

Any broadcasting station which wants to know the truth about radio in its city should consult us.

★

WHAT IS THE HOOPER-HOLMES BUREAU?

For 40 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 80 Branch Offices. They regularly cover 11,140 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

N. Y. FAIR USING DISCS IN MIDWEST

TO INDUCE travelers to and from the New York World's Fair to go through New York State and to sell New York's attractions as a vacation place, the Bureau of State Publicity is conducting a spot radio campaign in the Midwest, from which some 5,000,000 cars are expected to come to the Fair during the summer.

The campaign, handled by Barlow Adv. Agency, Syracuse, consists of 20 five-minute transcriptions produced by NBC, featuring talks on New York's many scenic spots by such personalities as Gov. Lehman, Lieut. Gov. Poletti, Alfred E. Smith, Robert Moses, Lowell Thomas, Kate Smith and others. Each speaker describes one part of the State and invites midwesteners to visit it.

Broadcasts started June 28 on a twice-weekly basis on WHAS, Louisville; WTAM, Cleveland; WJR, Detroit; WLS, Chicago; WFBM, Indianapolis, and KSD, St. Louis. Offered on each broadcast is a tourfolder containing a large map of the State and six suggested routes, together with pictures and brief descriptions of the State's beauty spots. Stations also cooperate by distributing these folders to local hotels and travel agencies in their vicinities.

Newspaper space in this region and national magazine space is also being used in the campaign which is described as self-liquidating by E. S. Barlow, president of the agency. "Of the 5,000,000 cars coming from the Middle West," he says, "we need attract only 100,000 of them through New York State to defray the entire cost of the advertising, for it is estimated that each car that travels the length of the State will spend $2.61 in gasoline taxes alone."

Stanco's Larger List

STANCO Inc., New York (Nujol, Mistol, Flit), on July 3 expanded the list of stations carrying the quarter-hour transcribed program *Meet Miss Julia*, heard five times weekly, to a total of 50 throughout the country. Stations are: WCAU WCAE KGW WCSH WJAR WPTF WOKO WGST WBAL WBRC WNAC WGR WJR WLS WLW WGAR WIS WFAA WHO KLZ WKY WOW WMBD WIOD WTMJ KSTP WSM WTAR WWL WOR WREC KFI KMBC WJAX WFBM KPRC WPIC WHP WMBG WHAM WOAI KWK KSFO WGBI KOMO KHQ WFBL KVOO WOL WTAG. Daggett & Ramsdell, New York (cold cream), on July 10 began the quarter-hour transcribed program *Career of Alice Blair*, formerly heard for Stanco products, five times weekly on WNAC WTIC WOR WJR KFI WCAU KSFO WJSB. McCann-Erickson, New York, handles both accounts.

Oshkosh to Place

OSHKOSH OVERALL Co., Oshkosh, Wis., in late summer will use a varying schedule of spot on about 10 stations. Last season the schedule consisted of five weekly quarter-hour periods, but program length is undetermined as yet for the coming schedule, according to Ros Metzger, radio director of Ruthrauff & Ryan, Chicago agency.

KUDOS FOR the NAB staff were heaped upon these headquarters section chiefs by President Neville Miller and other speakers. Left to right: Paul F. Peter, research; Ed M. Kirby, public relations; Edwin M. Spence, secretary-treasurer (who perennially handles all convention details, in thorough fashion, just as he did when he was a station operator); Andrew W. Bennett, legal; Joseph L. Miller, labor relations.

NAB Groups Report Progress

(*Continued from page 23*)

formation as to dollar volume of broadcast advertising as a whole and related data.

In recommending reinstatement of the Index, Mr. Peter also urged its expansion to include other basic data. The need for this information on a current basis within and without the industry is well established, Mr. Peter declared, contending that the only logical place for the collection of the information is in the Association itself.

LEGAL

Work of the Legal Department of the NAB was recounted by Andrew W. Bennett, counsel and a former Special Assistant Attorney General. In a brief report, he brought out that since September, 1938, legal questions presented by stations and their attorneys have required over 750 written communications involving detailed discussion of legal problems, including more than 150 opinions.

All told 344 bills, either directly or indirectly affecting broadcasting, have been introduced in the Federal Congress and State legislatures since Jan. 1, 1939. These required examination in order that the members might be informed of bills adversely affecting the industry and an opportunity afforded broadcasters to bring their views to the attention of the legislators involved.

In the litigation field, several suits involving matters of importance developed. These included appearance at the hearing on the proposed rules governing standard broadcast stations; appearance by the NAB at the hearing scheduled July 14 on international shortwave rules; appearance by the NAB in the proceedings before the FCC on rebroadcasting initiated by the petition of the City of New York; several State suits involving anti-trust laws designed to curb monopolies and in most every case aimed at ASCAP; and the pendency of the phonograph record performance suit in New York, on which a decision is awaited.

ENGINEERING

Technical phases of NAB activity were covered in a report of the Engineering Committee, prepared by R. M. Wilmotte, New York, associated with John V. L. Hogan, chairman of the Engineering Committee, who has devoted most of his time as NAB engineering director. The report pointed out that it is planned to employ a fulltime engineer to take over these functions.

Participation of the NAB in hearings before the FCC dealing with technical rules and regulations constituted the bulk of this activity. Meetings with other organizations, designed to improve technical radio and curb undue interference with reception also were recounted.

PUBLIC RELATIONS

Spirited activity, ranging from publication of a series of studies designed to give the layman a knowledge of radio fundamentals, to the setting up of the Bureau of Radio Advertising as a means of promoting radio as an advertising medium, was reported for the year by Edward M. Kirby, public relations director.

The Bureau, evolved in collaboration with the NAB Sales Manager's Committee, Mr. Kirby said, has as its function not only the conduct of research and studies to sell radio advertising, but also to stop the free-radio-ride abuse and divert as many of the publicity seeking groups into commercial users as possible. It also would act as a buffer for stations who are victims of "undue pressure" from agencies or advertisers in the demand for unusual merchandising service or other concessions.

Mr. Kirby said that contacts had been established with 3,500 key points during the year; that relations with the press had been improved; that cooperation with educational and women's organizations had been enhanced and consumer relations established. He summarized the NAB-RMA goodwill campaign launched with Open House Week last May and described plans for continued performance on a year-round basis.

ACCOUNTING COMMITTEE

Work of the Accounting Committee, particularly in its conversations with the FCC in connection with questionnaires on income and expenses, programs and employment, was detailed in the report of Harry C. Wilder, WSYR, Syracuse, chairman. Reporting on a conference in New York June 1-2 of the Accounting Committee, with William J. Norfleet, FCC chief accountant, and DeQuincy V. Sutton, FCC head accountant, Mr. Wilder declared the committee felt that considerable good has been accomplished and that the new questionnaires covering the 1939 calendar year "will be much simpler in form than previous ones," despite the detail and information that will be required. He added that the committee hoped that the financial information now required to be filed with an application for renewal of license, also will be eliminated and the one financial questionnaire issued by the FCC Accounting Department will furnish all necessary information.

COURT BROADCASTING

WITHOUT making recommendations for consideration of the convention, the Committee on Cooperation Between Press, Radio and Bar, involving court room broadcasts, disagreed with the conclusions of the report of the American Bar Association in this field. That report, it said, places undue emphasis upon an alleged "danger arising from the misuse of radio in connection with trial", with the implication that the danger is greater than that arising from corresponding use of other agencies and publications.

"Your committee," the report added, "further disagrees with the report in regard to prohibiting the use of sound registering devices in the court room. We believe the same rule should apply to sound registering devices as newspaper representatives believe should apply to the use of the camera, namely that the use of such devices may be made with the knowledge and approval of the trial judge. Consent of counsel or other participants in the trial should not be required.

Members of the committee, which met with the bar on May 12, 1939 comprised Neville Miller, NAB president, as chairman; Harry C. Butcher, CBS vice-president; Louis G. Caldwell, Washington attorney; Philip G. Loucks, Washington attorney and former NAB managing director; Frank M. Russell, NBC vice-president.

SALES MANAGERS

Craig Lawrence, chairman of the Sales Managers' Committee, in his report reviewed four major activities of the group held since the last Convention. These included the departmental at the Convention of the Advertising Federation of America in Detroit in June, 1938; steering committee and district meetings, cooperation with the Bureau of Radio Advertising, designed to supply basic selling information on broadcast advertising to stations and otherwise build up the business of broadcasting, and the AFA Convention of 1939 in New York.

Particular emphasis was placed upon the Bureau of Radio Advertising plan, which Mr. Lawrence pointed out was well under way.

INDEPENDENT BROADCASTERS

Problems peculiar to independent broadcast stations that need study and action by a representative body make desirable continuation of a group such as the National Committee of Independent Broadcasters, according to the report of that group, headed by Lloyd C. Thomas, formerly of WROK, Rockford, Ill., as chairman. Pointing out that the activities of the committee were confined largely during the past year to the negotiations with the American Federation of Musicians, the committee nevertheless recommended that the Convention and the membership give recognition to the committee on the premise that problems peculiar and vital to independent stations must be coped with.

Night Baseball Problem

STATIONS carrying baseball broadcasts may well be faced with a new problem next season due to the popularity of night baseball and the resulting conflict in broadcasting schedules. The Chicago White Sox will broadcast a series of six or seven night games beginning in early August and Comiskey Park, Chicago, is being equipped with powerful flood lights. Chicago stations carrying the Sox home games include WGN, WBBM, WJJD and WCFL. Station managers are meeting to devise means of clearing schedules so that the night games may be aired. No decision had been reached as BROADCASTING went to press, but it is understood that WGN and WCFL will definitely carry the Sox night games. WBBM may be able to shift its schedule and carry the games, while WJJD, which leaves the air nightly at 10 p. m., may shift the games to WIND, its sister station.

Oven Ready for Fall

BALLARD & BALLARD Co., Louisville (Oven Ready biscuit flour), early this fall will use a quarter-hour disc series on about 15 stations. It is understood that the series will be aired on a thrice-weekly basis. Program has not been selected, according to Frank Ferrin, radio director of Henri, Hurst & McDonald, Chicago agency in charge.

A Night of Volts

WHEN Al Teachman, engineer of WEEI, Boston, prepared to close the WEEI transmitter out on the Medford marshes one recent night, he stepped into the high-voltage room for a final check and before he knew what was happening the door slammed shut and the spring lock snapped. After spending most of the night in the room, he managed to climb through a small window to the platform holding high voltage transformers, which was completely surrounded by a high steel wall topped with barbed wire. Eventually, by lighting his meager supply of matches and throwing them in the air, his calls drew the attention of some early morning workers passing by. Teachman threw his keys over the wall, and after some difficulty getting the special safety latches unlocked, the men released him.

Kostka Heads NBC Press

WILLIAM KOSTKA, recently magazine editor of NBC, has been named manager of the network's press division, filling the position left vacant last month by the resignation of Wayne Randall. No other changes were made, Edwin P. Curtin continuing as news editor, Richard G. Spencer as night editor and Leonard W. Braddock as manager of the audience inquiry division. Kostka, who joined NBC last fall, has a wide background in newspaper and magazine work, as telegraph editor of the *Chicago Daily Drovers Journal*, central division manager of International News Service, eastern managing editor of Fawcett Publications, magazine editor for Frank A. Munsey Co. and publisher of *Everyday Photography*.

Mr. Kostka

Hearing in Bellingham Scheduled by the FCC

WITH FUNDS available by virtue of the eleventh hour action of Congress in providing the $1,838,000 appropriation for the 1940 fiscal year which began July 1, the FCC June 30 authorized Commissioner George H. Payne to preside at a hearing in Bellingham, Wash., involving the renewal of license of KVOS of that city and the competitive application of the Bellingham Broadcasting Co. for the same local facilities.

A hearing scheduled in Yuma, Ariz., involving revocation proceedings against KUMA and new applications for the facilities in that city, for July 24, to be presided over by Commissioner Norman S. Case, was deferred on the Commission's own motion until Sept. 25. This hearing may be held in Washington rather than Yuma. [BROADCASTING, July 1].

CBS announcers' softball team, on July 1 won a 9-6 victory over a team of NBC announcers in New York, and on July 15 was to play a return match.

DEALER'S CHOICE

Mr. Sidney Williams

WEGMAN'S, progressive home-town grocers, operate a string of super-markets in Rochester. A natural place for an inquiring agency man to ask questions.

"What do you think Rochester people think of WHEC", the agency man asked Sid Williams, Wegman's supervisor.

"I don't have to think, Mister", said Mr. Williams. "We buy three programs a week for ourselves over WHEC."

This actual conversation, reported to us by the agency man (*he bought WHEC, too*), is significant. Rochester grocers know Rochester's listening preferences first hand;—back their opinion of WHEC with their own hard dollars.

■

The Station of The Gannett Newspapers

■

Representatives:

PAUL H. RAYMER CO.
New York Chicago Detroit
San Francisco

WHEC
ROCHESTER

. . in the Shreveport Market

● Several weeks ago Jerry Bozeman, KWKH sports announcer, casually suggested to baseball fans listening in on the Shreveport baseball game broadcast to "pull off your left shoe and let's put the Sports down in front again".

Many fans actually took off their left shoe, not in superstition, but for the fun of joining in on the unusual.

Demands were made for the organization of a "Left Shoe Off Club". Membership cards were printed and today several thousand baseball fans have actually written KWKH requesting membership in this unique club. Requests are continuing to pour in daily.

The KWKH audience in the Shreveport market is a responsive, able-to-buy audience. KWKH completely covers this audience. KWKH completely covers this rich, prosperous market. Your product advertised over KWKH will find eager buyers.

KWKH

SHREVEPORT ⚡ LOUISIANA

50,000 WATTS

APPROXIMATELY SEPT. 15th

A SHREVEPORT TIMES STATION

. . . . in the heart of the world's greatest oil and gas area . . . . . CBS

Represented by THE BRANHAM CO.

Kansas City Sports

SOFTBALL League of Kansas City radio stations completed the first half of the 1939 schedule July 2 with KCKN in first place, KMBC second, KITE third and WHB fourth. With all league games played Sunday mornings, each station has plugged the contests on their sports programs and brought out good crowds for each encounter. Officers of the organization include Joe Matthews, KMBC salesman, president; Wayne Hatchett, KITE chief engineer, vice-president; Francis Reese, KCKN operator, secretary, and Jack Grogan, WHB announcer, treasurer. The softball venture has been so successful that plans now are being made to organize for winter sports.

Lucy Heads Va. Group

C. T. LUCY, general manager of WRVA, Richmond, has been elected president of the Virginia Broadcasters Assn. Ray P. Jordan, WDBJ, Roanoke, was elected vice-president, and Edward E. Bishop, WGH, Newport News, secretary-treasurer. Preparing for the NAB convention, the Virginia broadcasters met in the Hotel Richmond as guests of WRVA to discuss copyright, wage and hour legislation, etc. Attending, in addition to the officers elected, were Charles P. Blackley, WSVA, Harrisonburg; S. C. Ondarcho, WBTM, Danville; Ovelton Maxey, WRTD, Richmond; Barron Howard and Walter R. Bishop, WRVA; John W. New, WTAR, Norfolk; Edward Whitlock, WRNL, Richmond.

Mr. Lucy

Lucky Strike Audition

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on July 7 auditioned a new CBS 45-minute Hollywood studio audience program built around the current *Hit Parade* format. Though denied by Karl Schullinger, radio production executive of Lord & Thomas, it is understood that if the program meets with approval of President George Washington Hill, it will replace or be tied in with the *Hit Parade* next fall, Assisting Schullinger on production of the audition program were Frank Wilson, head script writer of Lord & Thomas, New York, and Thomas Freebairn-Smith, CBS Hollywood writer-producer. James Wright, agency executive on the Lucky Strike account, accompanied by Wilson, returned to New York following the broadcast and took back an air-check of the program for Hill's inspection. Schullinger remains on the West Coast to supervise production of Kay Kyser's *College of Musical Knowledge* sponsored by American on NBC.

Al Jolson was featured on the audition program, supported by Betty Jane Rhodes, vocalist and Carl Hoff's 43-piece orchestra. John Conte and Ken Niles, handled the commercials.

RED CROSS PLANS NATIONWIDE DRIVE

THROUGH its national headquarters in Washington, the American Red Cross is launching a coordinated radio promotion covering local, regional and national activities. Directed at securing 1,000,000 new members during the coming Roll Call, the Red Cross is planning to use individual stations, regional and national networks in the radio campaign to emphasize its educational and disaster work. Through full and centralized cooperation of national headquarters with the industry, it is believed better programs will result.

As part of the radio promotion, two local year-round educational features designed to develop a record of practical experience as a guide for improved local Red Cross programs in all parts of the country, have been started at Norfolk, Va., on WTAR, and at Columbus, O., jointly on WBNS, WCOL, WHKC and WOSU. Twelve regional programs, with scripts written in Washington and produced by large stations and regional network keys, also have been arranged as part of a *Red Cross Cavalcade* series. Each unit of the series stressed Red Cross history in the particular region, with special emphasis on newsworthy events and well-known personalities.

Among stations that have started the series are WLW, Cincinnati; WMAL, Washington; WREC, Memphis; KSO, Des Moines, and a network including WMT, Waterloo, and KMA, Shenandoah; KSTP, St. Paul, and stations of the North Central Broadcasting System and WTMJ, Milwaukee.

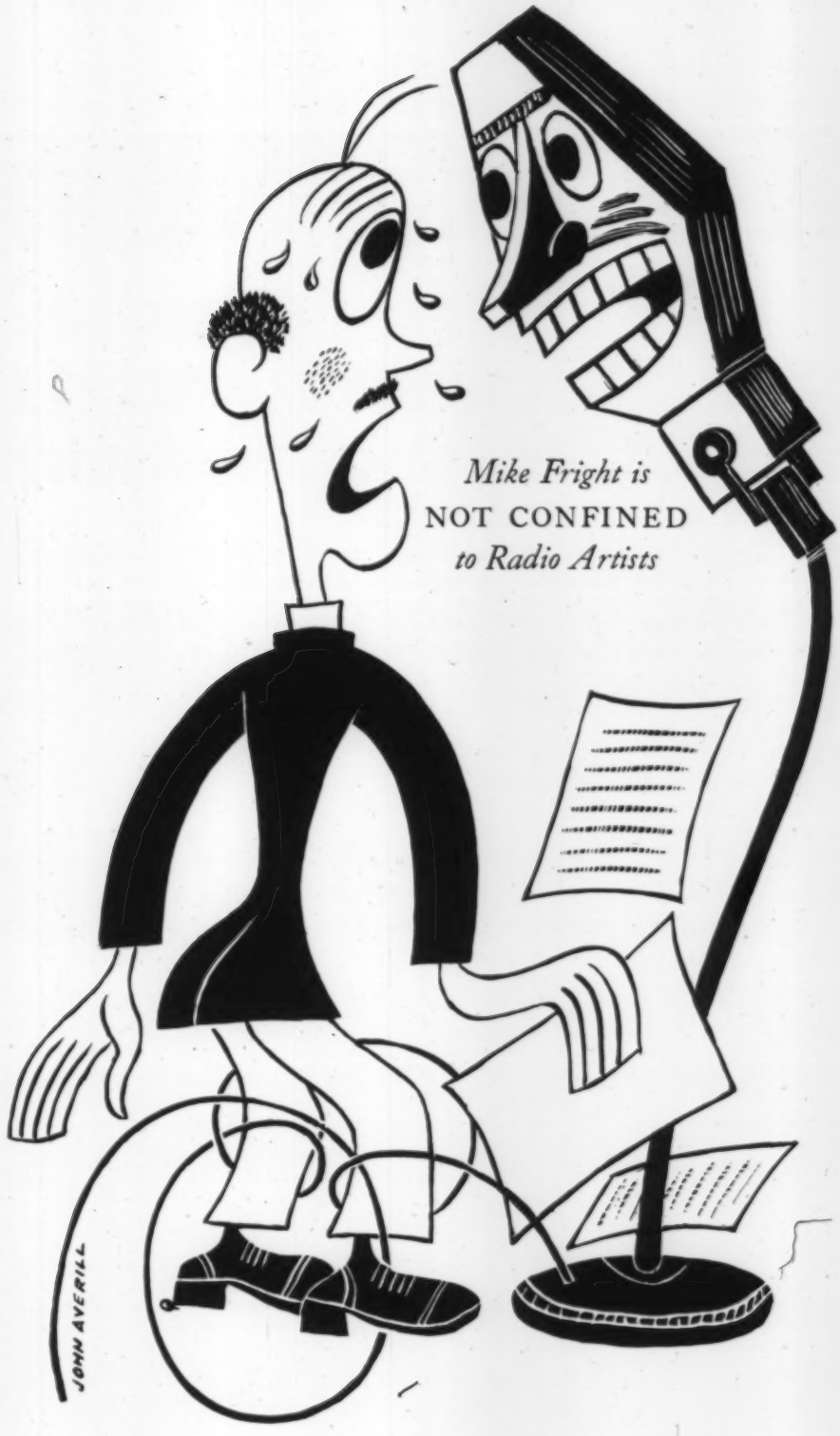
To afford nationwide promotion for the Roll Call, the three national networks have allotted eight 30-minute coast-to-coast spots from Oct. 15 to Nov. 11. Now in negotiation is a set of rules on disaster relief broadcasts in the form of a three-way agreement between the NAB, U. S. Weather Bureau and the Red Cross, designed to eliminate confusion over unofficial reports and unauthorized appeals during times of disaster.

Dairy Adds WOR, WNEW

PHILADELPHIA DAIRY PRODUCTS Co., Philadelphia (Aristocrat Ice Cream), on July 3 started a weekly quarter-hour recorded program titled *Midday Melodies* on WOR, Newark, and six times weekly participation in Glenna Strickland's program on WNEW, New York. The company also sponsors weather reports, news programs and musical shows on 12 other stations throughout the East. Scheck Adv. Agency, Newark, is the agency in charge.

John Morrell on WOR

JOHN MORRELL & Co., Ottumwa, Ia. (E-Z Cut hams), is sponsoring 125-word announcements on WOR, Newark, six times weekly. Sponsor is the first advertiser in the station's new quarter-hour program of recorded music made available July 1 for cooperative sponsorship. Program started July 3 in the 10-10:15 a. m. spot, shifting July 10 to 9:45-10 a. m. Morrell agency is Henri, Hurst & McDonald, Chicago.



NO BITE FROM THIS MIKE

MANY a logical prospect has shied away from network broadcasting, haunted by a mental picture of the network microphone chewing large holes in his appropriation.

But Mutual, budget-minded, introduces the new advertiser into network radio step by step, station by station. And this policy has proved so resultful that, *in twelve months . . .*

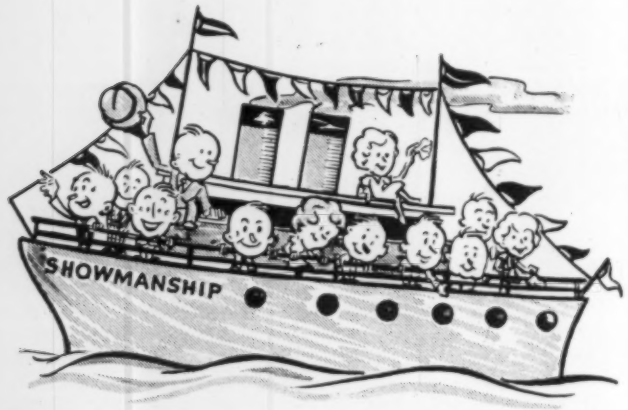
WHEELING STEEL increased their hookup from 5 to 17 to 27 stations . . . and clocked a 15% increase in coast distributors' sales.

WINTER & COMPANY'S piano sales shot to a new high on one of the lowest cost shows in network history.

MAINE DEVELOPMENT BOARD sold *more* potatoes at a higher price (20¢ more per 100 lbs!) than the year previous without radio.

Successes like these have again made Mutual (so far in 1939) the choice of twice as many new network sponsors, as any other major broadcasting chain.

THIS IS THE MUTUAL BROADCASTING SYSTEM



Because it Works

This is not the first time we have suggested that it's good sailing (and sale-ing) on the sturdy craft, "Showmanship." We like the idea because it works. It works for us because it works for our advertisers.

KDYL has the power and the equipment to put strong, clear signals into every part of the vast Salt Lake Market Area. It has the world's leading programs. And it has the flair for showmanship which wins and holds listeners.

That's why KDYL is the popular station.

5000 WATTS DAYTIME
1000 WATTS NIGHTS

KDYL

THE *POPULAR* STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles

NBC RED NETWORK

AFTER HEARING political leaders emphasize importance of radio personality in the 1940 campaign, Announcer Al Stone, of KWTO-KGBX, Springfield, Mo., has decided he owes its to his listeners to be a candidate. Stone comes from a farming district, and says he will run on a farm relief platform advocating Government funds to help harvest wild oats. To see how he would photograph at his press conferences, Stone allowed Operator Herb Wallis to shoot him in characteristic poses, this one being especially characteristic.

A FIGHT WAGER
Sponsor Gambles on Result Of Bout and Wins

MOST unusual "bet" on the Louis-Galento fight was that between NBC, which broadcast the fight, and Magazine Repeating Razor Co., which sponsored the broadcast. Contract, calling for the sponsor to pay for a half-hour period on the 59-station Blue network regardless of whether the bout lasted one minute or more than an hour instead of the usual fight contract form which calls for purchase of consecutive quarter-hour periods as long as the fight continues, was in effect a wager between sponsor and broadcaster as to the length of the contest.

Unlike the previous Louis matches which had ended within a few minutes of the opening round, the Galento match continued for more than three rounds, and, with the following pickups from ring and dressing rooms, kept the broadcast on the air for 45 minutes. Result was that the sponsor saved $1,912, cost of the extra quarter-hour. His bill for time amounted to $5,736; with $15,000 additional for the rights to the broadcast. Arrangements were handled by J. M. Mathes Co., New York, agency for the sponsor.

WMCA Plea Denied

SUPREME Court Justice William T. Collins on June 26 denied an application of the Knickerbocker Broadcasting Co., operators of WMCA, New York, to dismiss a $550,000 action against them by the Metropolitan Life Insurance Co. charging libel on various broadcasts on WMCA by Donald Besdine, insurance counselor. The dismissal was sought on the grounds of failure to state a cause of action, but Judge Collins declared that the alleged statements by Besdine, as presented in the suit, were "clearly libelous" and that a jury must decide the case. Meanwhile, a counter suit by Besdine asking $1,000,000 from Metropolitan Life is pending in Supreme Court.

Radio Clause Is Deleted In State Gambling Bill

PENNSYLVANIA'S "gambling wire" bill, as signed last month by Gov. Arthur H. James, was stripped of all provisions relating to broadcasting, as a result of a vigorous fight carried on by the Pennsylvania Broadcasters Assn. Dr. Leon Levy, president of WCAU, Philadelphia, led the opposition.

The original bill made it necessary for broadcast stations to sign a leasing contract with the telephone company and file a copy with the Public Utility Commission for any remote control pick-ups where private wires were necessary. The law also banned leasing of wires for sporting events, including horse racing, baseball, and football. Stations would have been guilty of participating in gambling had any information been broadcast before or after such an event. Dr. Levy first carried the fight to the Common Pleas Court and on Jan. 3 the court decided against the Utility Commission requiring them to show cause why an injunction should not be issued restraining them from enforcing the Act. The amended Act, signed by Gov. James, provides that this section shall not apply to any private wires furnished for use in radio broadcasting.

Script Rights Denied

SUIT of Irna Phillips, radio script writer, against WGN, Chicago, seeking to show independent ownership of the five-weekly quarter-hour script show *Painted Dreams* was denied July 6 by Judge Donald McKinley of Chicago's Superior Court who sustained a Master of Chancery report. It is understood that an appeal will soon be filed. Miss Phillips alleges that the show was created and written by her, and asked for an accounting. She alleged that she was not on a regular salary while employed by WGN 1930-1932 when the show was started. Judge McKinley ruled that the WGN manager had given Miss Phillips the general outline for the show and that she did not show independent ownership. The show is presently sponsored on WGN by the Borden Co., Chicago. Miss Phillips writes *Guiding Light*, *Road of Life* and *Woman in White* which are produced by Carl Wester & Co., Chicago.

Oke Doke in Chicago

KRAFT PHENIX CHEESE Corp., Chicago (Oke Doke cheese covered popcorn), on July 13 started a series of spot announcements varying from 20-words to one minute on these Chicago stations: WMAQ WBBM WGN WJJD. Individual licensees of the confection are subscribing for the advertising in various cities and the announcements are being placed through J. Walter Thompson Co., Chicago.

Union Pacific's 65

UNION PACIFIC RAILROAD Co., Omaha, on July 5 for 13 weeks started three five-minute transcriptions weekly, entitled *Surprise Your Husband* and featuring dramatized recipes, on 65 stations throughout the country. Caples Co., New York, handles the account.

In St. Louis

KSD

NBC RED NETWORK

LISTENER

Preference

THE PROOF

Five of the First Six Are on KSD Programs

750,000 voters took part in the 1939 Radio Guide poll to select the Stars. Five of the first six leaders are on KSD programs. In the 1939 Motion Picture Daily poll, four of the first five and in the World-Telegram poll, eight of the first twelve were heard on KSD.

In previous nation-wide polls leading stars on KSD programs have ranked as "firsts" year after year.

USE KSD TO INCREASE SUMMER SALES!

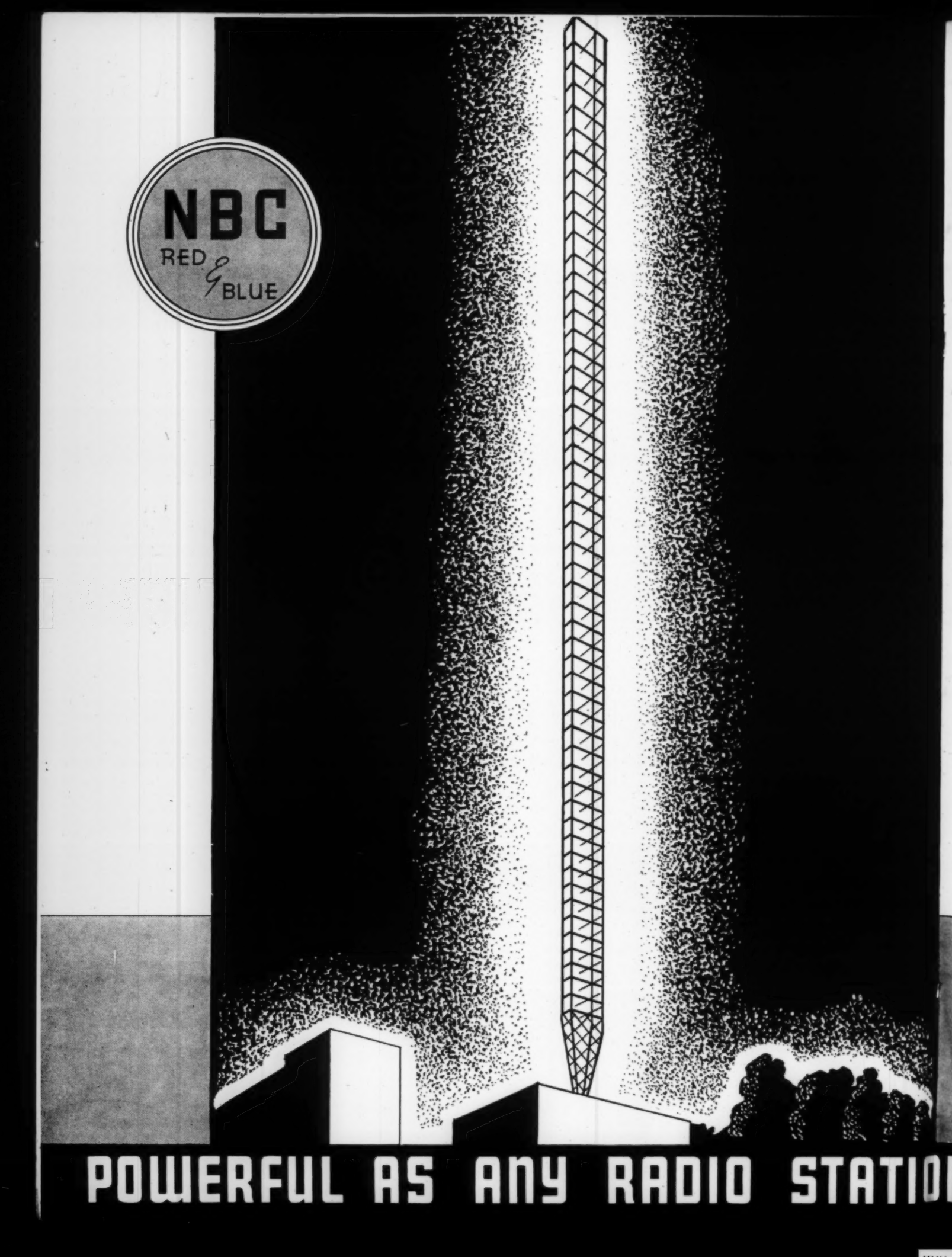
The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES


NBC
RED & BLUE
POWERFUL AS ANY RADIO STATIO

BLASTING FIFTY THOUSAND WATTS, DAY AND NIGHT, WITH THE FINEST QUALITY SIGNAL ANYWHERE IN THE WHOLE WIDE WORLD.

58% OF THE POPULATION OF THE UNITED STATES WITHIN THE ONE-HALF MILLIVOLT NIGHT-TIME COVERAGE—McNARY & CHAMBERS, ENGINEERS—WASHINGTON, D. C.

L. B. Wilson

WCKY

ION IN THE ENTIRE UNITED STATES

BROADCASTING and Broadcast Advertising

Published by
BROADCASTING PUBLICATIONS, Inc.

Executive and Editorial Offices:
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
GATE TAYLOR, Advertising Manager

Subscription Price: $3.00 per year–15c a copy–Copyright, 1939, by Broadcasting Publications, Inc.

J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager
NORMAN R. GOLDMAN, Advertising Representative

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Editorial ● MAURY LONG, Advertising

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● PAUL BRINES
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Bootleg Broadcasting

THE MEXICAN "border station" situation has taken on a more sinister aspect—one that amounts to bootlegging in commercial programs. It is a sad commentary on American business but the records nevertheless reveal that a substantial number of big manufacturers, including those in the soap field, are buying time on these stations to reach not Mexican but American listeners. They are doing it because rates are lower and because there are no restrictions on commercials.

Thus, while we tighten up on ethics and business practices in this country, some American business organizations, interested only in the dollar return today rather than sound building for the future, are helping renegade American broadcasters continue their sabotaging of legitimate broadcasting in this country. These stations, totaling about a dozen, have only their transmitters on Mexican soil, using directive antenna arrays to reach listeners in the Midwest and the Southwest. They are employing higher and higher powers—superpower which we frown upon for our own stations.

For a half-dozen years outlawed American broadcasters, unable to hold licenses in this country, have been squatting at strategic locations just across the border. They have bombarded American listeners with fake cancer cures, goat gland rejuvenations, fortune-telling charlatans and other come-ons to the gullible—all illegal in this country. By one device or another, licenses to operate these stations were obtained through the subterfuge of Mexican corporations. Because there is no agreement on frequency allocations these stations have operated on "mid-channels" causing serious interference to the reception of our own stations.

The Postoffice Department time and again has taken a hand in this situation by refusing to deliver mail on grounds of violation of the Postal statutes. Yet, legitimate American business houses are patronizing these stations which flout our laws and which injure and impede public service of our own stations.

These outlawed broadcasters do not pay taxes in this country and are not amenable to our radio regulations. But they derive their revenues from Americans — not Mexicans. American radio advertisers, buying time on such stations in increasing numbers, are not only condoning these extralegal activities but actually are helping them to become established on firmer ground to the detriment of the best interests of business in this country.

A Dead Issue

WHEN THE FCC took over from the Old Radio Commission exactly five years ago this month, the number of broadcast stations identified with newspaper ownership was slightly in excess of 100. As of July 1 of this year, the number of stations in operation or authorized for construction owned in whole or part by publishing interests was exactly 246—slightly less than one-third of all the stations in the country—and several more were being added by FCC decisions even as these lines are written.

Thus, despite frequent criticisms of newspaper ownership and in the face of the oft-expressed antipathy of the Roosevelt Administration toward newspapers and newspaper-radio control, the trend has continued with greater acceleration under the New Deal than under either the Hoover or Coolidge regimes. The New Dealers may not like it, but they evidently know there is nothing they can do about it under the present law. Many of the stations now in newspaper hands were purchased, but even more are new ones which were authorized for construction by the FCC. As for changing the law, there is no apparent disposition in any quarter at present to change it with respect to newspaper ownership, for the newspaper stations, by and large, have comported themselves with high regard for the public service.

That the FCC is cognizant of its inability to curb newspaper ownership was evidenced last month when, after declaring its intention of making a "test" of the so-called Allentown case, involving the merger of two part-time local stations into one which would be newspaper-controlled, it relented and authorized the merger and transfer unanimously and without the scheduled hearing. A contrary decision probably would not have held water in court.

Recognizing the danger of potential abuses, which happily have been the exception rather than the rule in recent years, it has always been our contention that it is none of the Federal Government's concern what other lines of business station owners may engage in, so long as they meet requirements of public service in the operation of their stations and so long as they are not aliens. A lot of fuss and bother has been raised about newspaper ownership, multiple ownership, local monopoly and similar unjelled issues. Some stabs at policy have been made. But for every apparent precedent one way, one or more can be cited exactly the converse.

Decade of Progress

BECAUSE television, the glamour child, has all but blacked out developments in the more plebeian forms of radio, scant notice has been given outside the broadcasting industry itself to a momentous event. The new rules and regulations governing standard broadcasting constitute the most significant advance in broadcast operations in more than a decade.

Under these rules, which become generally effective Aug. 1, there will be gradual improvement of service to the public in practically all areas—resulting in crisper, stronger, better interference-free signals. In lieu of three present classes of stations (clear, regional and local) there will be four general classes. And except for the Class I clears which are pegged at 50,000 watts, all other classes will enjoy beneficial power increases. A substantial group of the regionals, now limited to 1,000 watts at night, will be enabled to use five times that output. The locals, long operating under the stigma of 100-watt "peanut whistle" power at night, will be permitted to use 250 watts, placing them in what used to be a secondary regional classification.

These are only a few of the forward steps made possible under the new rules. The one-year license, while niggardly under the provisions of the law allowing three-year tenures, nevertheless will tend to alleviate some of the duress under which stations have labored for so long with six-month licenses. But in the purely technical aspects, as embodied in the Standards of Good Engineering Practice, provisions are made for enhancement of station performance. To the listener this means better reception. To the advertiser it means larger circulation per outlet; more for his dollar.

It is unfortunate that the full benefit of the changed rules as originally contemplated, cannot be realized now. There was to have been a reallocation of broadcast facilities, based on the terms of the North American Regional Broadcasting Agreement adopted in Havana in 1937, as the cornerstone of the new structure. Mexico's refusal to ratify this treaty without a concession which would permit it to retain American-financed stations on the border, thus far has balked the reallocation. Instead of receiving changed assignments and full-time operation, many of the economically unsound part-time stations will continue on present assignments in most cases but will reap the benefits of the power increases, interference limitations and other advances which are possible without the actual reallocation.

Through the years the only branch of FCC operations (and of its predecessor Radio Commission) which has not been subjected to severe criticism has been its Engineering Department. Dr. C. B. Jolliffe distinguished himself as the chief engineer who organized the first department of the permanent FCC. His work was ably carried forward by Comdr. T. A. M. Craven, now a Commissioner, and in turn, Lieut. E. K. Jett, the present chief engineer, has kept the technical branch functioning smoothly and harmoniously. The new rules and the projected reallocation can be attributed to the work of this department and to Assistant Chief Engineer Andrew D. Ring who, as engineer in charge of broadcasting, was instrumental in the methodical development of the new engineering practices which make possible these beneficial results.

We Pay Our Respects To —

WILLIAM RUESS

IF YOU happened into Omaha and asked to see the "head man" of WOW, a station with particularly appropriate call letters in view of its ownership, likely as not you would be directed to the city's most ornate building and ushered into a giant bank vault flanked by plain clothes men quietly sitting cross-legged on high stools and armed to the teeth.

In an office nearby you would be greeted by a veritable mountain of a man with snowy hair, who bears the title "personnel director of WOW". But his primary function is really that of chairman of auditors of the Woodmen of the World Insurance Society, owner of WOW. He is the man who keeps an eagle eye on the $128,000,000 in liquid securities which belong to the 400,000 members of the Society. Hence the safe deposit vault.

In such an odd setting sits William Ruess, figuratively the helmsman of WOW. He sits behind the scenes, but his genius nevertheless has made a distinct impression in radio. Although he has shunned the spotlight, he has been a participant in many important industry matters, notably copyright.

It is the hand of Mr. Ruess that controls the dynamic energy of WOW's dapper young general manager, John J. Gillin Jr. Policy matters, in the final analysis, are settled by Mr. Ruess, who counsels and advises the brilliant Johnny but who keeps entirely in the background insofar as the station's operations are concerned.

Mr. Ruess is known to his intimates as "Big Bill" because of his giant stature. His dress is modish and immaculate, his smile infectious. He is a story-teller of the old school with a limitless repertoire. At WOW staff parties and at luncheons and banquets, he unlooses a Will Rogers type of homespun anecdote and philosophy.

Mr. Ruess entered Woodmen activities via pharmacy and radio via insurance. At the turn of the century he owned his own drugstore in Cleveland, and was the presiding officer of the druggist association of that city. In 1919, after 28 years in the drug business, he sold his business to devote full time to fraternal work. He moved to Omaha in 1933 and was advanced to chairman of auditors of Woodmen in 1936, when he also became the supervising official of WOW.

William Ruess was born in Cleveland, April 23, 1875. He was educated in the grammar and high schools of that city and became a pharmacist in 1895. Three years earlier he had entered the drug business and acquired a part ownership in a drug store. He served as a member of the Board of Trustees in the School of Pharmacy prior to its absorption by Western Reserve University and became an important figure in the drug and pharmacal industry, working actively in national trade organizations in that field.

Establishment of WOW's elaborate studios and offices in the Woodmen headquarters building was largely the work of Mr. Ruess. His supervision of WOW personnel has set some kind of record. The staff has grown to 72 fulltime employes. Changes in personnel are rare. Two or three staff members have left during the last few years to go to fame and glory in radio, but for the most part, the only changes since Mr. Ruess took charge have been due to marriage of young ladies of the clerical staff.

A stickler for maximum performance and appearance, Mr. Ruess has insisted upon introduction of radio's most modern innovations at WOW. He lives a quiet life in Omaha. He was married 40 years ago. Mrs. Ruess died last year.

He finds time to play golf two or three days a week, loves horse-racing and frequently attends the Ak-Sar-Ben Races in Omaha. He is a member of the Omaha Club, Athletic Club, Kiwanis Club and the Omaha Country Club. His intimates know him as an expert poker, pinochle, bridge and rummy player.

Personal NOTES

PAUL WHITE, CBS director of public affairs, sailed from New York July 1 on the *Carinthia* for a month's visit to Europe, where he will confer with CBS representatives and officials of foreign broadcasting companies regarding future CBS broadcasts from Europe to the United States. He expects to return early in August.

J. TREVOR ADAMS Jr., formerly of the sales staffs of WHN and WMCA, New York, has joined Texas State Network as Texas representative. Adams' transfer to the Southwest radio field follows that of his father, John T. Adams, who recently became executive vice-president of TSN.

L. W. BROCKINGTON, CBC chairman, and W. Gladstone Murray, CBC general manager, sailed from Quebec July 8 on the *Empress of Britain* for a ten-day visit in London, England, where they will confer with officials of the BBC.

C. ALDEN BAKER, formerly national commercial manager of WCHS, Charleston, W. Va., has joined WKBN, Youngstown, O., as sales director.

WALTER BIDDICK, head of Walter Biddick Co., Los Angeles, accompanied by James C. McCormick Jr., executive of that firm, left the West Coast July 14 via Union Pacific on a ten-day business trip to Chicago.

E. W. KURTZE, former head of the WLS Artists Bureau, Chicago, resigned July 14 to join Republic Pictures, Hollywood, as assistant to Sol Siegel, Republic vice-president.

E. F. McDONALD Jr., president of Zenith Radio Corp., Chicago, recently announced the election of Sylvester T. Thompson as vice-president of the company and the appointment of John R. Howland as assistant to the president. Mr. Thompson was formerly with Kolster Radio and Federal Telegraph Co., and was general manager and director of Pilot Radio Corp. Mr. Howland served as a deputy administrator under NRA and later joined the staff of Philco.

R. M. WALLACE, manager of WABI, Bangor, Me., is the father of a boy born recently.

CARROLL WEBB formerly with a Norfolk dairy company, and John Beattie, of Norfolk, have joined the sales staff of WRTD, Richmond, Va.

SID ROBARDS of RCA's public relations staff is back on the job after an absence of six weeks because of ill health.

DALE DRAKE, radio director of Crook Adv. Agency, Dallas, has been named commercial manager of WRR, Dallas.

FRANK O. MYERS, recently with KFJZ, Fort Worth, has been named manager of KPLT, Paris, Texas. He succeeds Fred Humphrey, who has been named manager of KGKL, San Angelo, Texas.

HOWARD BANTA Jr., account executive of KFWB, Hollywood, was the victim of an unusual July 4th accident which may cause him to lose the use of his left hand. A porcelain bathroom faucet broke in his hand, severing several small arteries and tendons.

LEW TRENNER, formerly of WFIL, Philadelphia, has joined WIBX, Utica, N. Y., in charge of sales promotion.

NED BUTLER, former newspaperman, has joined the sales department of KLRA, Little Rock, Ark.

JOHN F. ROYAL, NBC vice-president in charge of programs, flew to Europe July 8 aboard the *Yankee Clipper* to see Arturo Toscanini, conductor of NBC's Symphony Orchestra; Paul Archinard, NBC representative in Paris; Fred Bate, London representative of the network, and Max Jordan, NBC's executive in Central Europe. Mr. Royal is due back at his desk in New York on July 18.

CAPT. JOHN A. HOLMAN, NBC New England manager of WBZ-WBZA, Boston-Springfield, has been ordered by the U. S. Signal Corp Reserve to report to Plattsburg for two weeks' active duty starting Aug. 14.

GENE KEMPER, formerly of WLW and WSAI, Cincinnati and KWK, St. Louis, has joined WIRE, Indianapolis, as sales promotion manager.

ARCH L. MADSEN, recently commercial manager of KUTA, Salt Lake City, has been named manager of the new KOVO, now under construction in Provo, Utah. Work has been started on the offices, studios and transmitter site. Personnel of the new station is being selected and will soon be announced.

JACK LATHAM, former president of American Cigar & Cigarette Co. and well known in radio advertising circles, and Mrs. Latham, are the parents of their first child, John Brace, 7 lbs. 13 oz., born June 12 at Stamford, Conn.

LESLIE W. JOY, general manager of KYW, Philadelphia, was with Philadelphia's Orpheus Club when it presented a program with the Associated Glee Clubs of America at the New York World's Fair, July 1-2. Mr. Joy is a former soloist, whose hobby continues to be singing.

R. E. FORD has been appointed manager of CKCO, Ottawa. He was formerly commercial manager of CKOV, Kelowna, B. C., and just prior to accepting his present position was partner in the Toronto advertising agency of Dickson & Ford.

FRED S. BUGG, general manager of WTMC, Ocala, Fla., new local which he was instrumental in installing, has resigned from that post due to illness.

MARJORIE SNYDER, daughter of Glenn Snyder, manager of WLS, Chicago, has joined the WLS commercial department. Wells Barnett, formerly of Weston-Barnett Adv. Agency, Chicago, has also joined the WLS commercial department. John Gillis has been transferred from the WLS community service division to the merchandising department, a newly created WLS post.

PHIL STEARNS, former supervisor of the radio division, Federal Theater Project, recently joined KFRC, San Francisco, as writer and publicity director. He succeeded Pat Kelly, now free-lancing.

KEITH B. COLLINS, manager of KMJ, Fresno, Cal., and Virginia Govette were married in that city July 1.

WILLIAM G. JAMES, controller of music for the Australian Broadcasting Commission, was in Chicago recently studying facilities and library methods at NBC-Chicago.

FRANK R. MILLS, of the *Champaign* (Ill.) *News-Gazette*, has taken over the duties of advertising director of WDWS, Champaign, Ill., the newspaper's radio station.

WILLIAM W. BEHRMAN, director of WBOW, Terre Haute, Ind., recently was elected first vice-president of the Terre Haute Chamber of Commerce.

HARRY M. CLOW, of the sales staff of WCLS, Joliet, Ill., married Miss Jane Patterson June 6.

STAN HOBSON, formerly with the sales staff of KYOS, Merced, Cal., and commercial manager of KHUB, Watsonville, is now secretary and publicity director of Brookdale Lodge, near Santa Cruz, Cal.

BEHIND the MIKE

LOUIS K. SIDNEY, M-G-M Hollywood producer of the NBC *Good News* program, sponsored by General Foods Corp. (Maxwell House coffee), has been made an associate film producer, having completed his radio duties at the studio. M-G-M association with the program terminated June 29, with the last broadcast of the season. Sidney, who was general manager of WHN, New York, came to Hollywood to handle the *Good News* program at its inception. His first film assignment will be "Ziegfeld Follies" under executive producer Mervyn LeRoy.

GEORGE ALLEN, program director of WABC, CBS station in New York, on July 1 entered his 15th year in radio, having joined the station when it became a separate sales entity from the CBS network in 1938. Starting in radio in 1925 as director and chief announcer of WOK, Chicago, Mr. Allen has directed and produced programs for J. Walter Thompson, Benton & Bowles and J. Stirling Getchell, and for the past year has been active in reorganizing WABC's morning programs and in popularizing baseball for women listeners.

WOLFE PREGER, production supervisor of Macquarie Broadcasting Services, Sydney, Australia, arrived in Hollywood on July 10 on a three-months study of American production methods.

GLENN MARSTON, formerly of KLO, Ogden, Utah, has joined the announcing staff of KGVO, Missoula, Mont., replacing Bob Young who resigned to enter law school in Denver.

EMMETT MacMURRAY, program director of WHBQ, Memphis, is the father of a boy born July 9.

CLAUDINE FRENCH, former newspaperwoman and press agent in Dallas, as well as vice-president and radio director of Grant Adv. Agency, has been transferred by Texas State Network to an announcing assignment.

ROBERT WILL, formerly of WDWS, Champaign, Ill., has joined WIRE, Indianapolis.

DICK WYNNE, formerly of KYA, San Francisco, has been added to the announcing staff of the Golden Gate International Exposition.

OLIVER CLIFF, new to radio, has joined KFAC, Los Angeles, as announcer.

EVERETT TOMLINSON, CBS Hollywood writer, is the father of a girl born July 4.

DICK JOY, KNX, Hollywood, news commentator, is the father of a girl born July 3.

BERNIE GRAY, midnight announcer of KGFJ, Los Angeles, has resigned that post to join WMCA, New York.

ADELAIDE ROBERTS, of Clinton, S. C., has been appointed secretary to Charles Crutchfield, program director of WBT, Charlotte, following resignation of Dorothy Turner.

DON QUINN, author of scripts for the *Fibber McGee* program, sponsored by S. C. Johnson Co. on NBC, on July 7 married Edythe Dixon, press agent for the program, and on July 5 Harlow Wilcox, announcer on the show, married Mari Bishop of Chicago.

JOE WEEKS, announcer of WJR, Detroit, on July 10 married Miss Mildred McKee of Middletown, Ind.

JOHN CONRAD, formerly of KWK, St. Louis, has joined WIRE, Indianapolis, as promotion manager.

GIL NEWSOME, announcer of WRTD, Richmond, Va., is the father of a baby girl, born in June. Mrs. Newsome was formerly a hostess at WRTD.

Parker Heads WEAN

MALCOLM PARKER, for two years New Haven studio manager of WICC, Bridgeport, has been appointed station supervisor of WEAN, Providence, by John Shepard 3d, Yankee-Colonial president. Mr. Parker takes up his new duties at once, filling the position left vacant by the resignation of James Jennison. Jud LaHaye succeeds Mr. Parker at New Haven.

ECKELBERG, PABST WIN PROMOTIONS

APPOINTMENT of Wilbur Eickelberg, manager of KFRC, San Francisco, as general sales manager of the Don Lee Network, with headquarters in Los Angeles, and promotion of William Pabst, assistant manager, as the executive head of the San Francisco Don Lee outlet, was announced July 1 by Lewis Allen Weiss, vice-president and general manager of the network.

Mr. Eickelberg

Mr. Eickelberg has been manager of KFRC for 2½ years. He entered radio nearly a decade ago as manager of the San Francisco office of Scott Howe Bowen Inc. In 1935 he joined the New York office of Edward Petry & Co., and two years later returned to the Coast with Mr. Weiss.

Mr. Pabst, upon graduation from Stanford University in 1927, joined the Don Lee organization and has been with it in various capacities since that time. Ward Ingram, sales manager of the San Francisco Don Lee outlet, was named assistant manager. Ben Harkens remains as program director.

WALTER BLAUFUSS, conductor of NBC-Chicago on the *National Farm & Home Hour*, recently composed a march titled "Forward Future Farmers". During his six years on the program Mr. Blaufuss has written and arranged a number of compositions for use exclusively on the show.

LOU PIERCE, formerly of the announcing staff of WIP, Philadelphia, has returned to the staff as vacation relief announcer.

PAUL CHARLES LAW, graduate of the University of Missouri School of Journalism, has joined the announcing staff of WJBC, Bloomington, Ill.

MARSHALL POPE, chief announcer of Texas State Network, is the father of a girl born recently.

ALLAN BAKER, formerly of CFQC, Saskatoon, Sask., and Don Insley, formerly with Associated Broadcasting Co., Toronto, have joined the announcing staff of CKGB, Timmins, Ont.

LARRY FISK, night studio supervisor of WCCO, Minneapolis, entered the hospital July 6 for a hernia operation. He is to be released about July 20.

FRANCES GOLDACKER, secretary to Maurice Boyd, NBC eastern division spot sales manager, won a $100 United States Savings Bond by writing one of the winning letters in the recent Camay Bond Contest.

WENDELL WILLIAMS, NBC continuity acceptance editor in Hollywood, is to marry Helen Buchta, who recently resigned as secretary to Frank Chizzini, assistant manager of the NBC electrical transcription department.

Meet the LADIES

EDYTHE FERN MELROSE

WHEN Mrs. Melrose joined WJW, Akron, last December, she found the station undermanned and its employes unrecognized. Employed as commercial manager, within a few months she increased the station's business to profitable proportions. Now she is station manager, one of the best known in the broadcasting field. Her chief stock-in-trade, aside from indefatigable energy, is her sense of program values. Her forte is programming and merchandising.

FRED BETHEL, radio producer and former head of the CBS music division, on July 7 joined the program staff of WOR, Newark.

JUNE HYND, assistant director of NBC women's activities, on June 25 won a diamond wristwatch as sole survivor of the team of NBC women competing against CBC men on Paul Wing's *Spelling Bee* program on NBC.

FLORENCE OPPENHEIMER of the guest relations department of WOR, Newark, was married recently to Frank R. Scadden of New York.

MACKLIN MARROW, conductor, composer and musical director, on July 1 became the new conductor of the Concert Orchestra of WNYC, New York's Municipal station, succeeding Joseph Littau, now conductor of "The Trytons," official New York World's Fair band.

HAMILTON RIDDELL, city editor of the KNX, Hollywood, news bureau and Beatrice Raser, of Los Angeles, were married in that city July 9.

RUSSELL HUGHES, KFWB, Hollywood, writer-producer, takes over production duties of the station July 16 when Manning Ostroff, head of that department, leaves on an extended vacation.

ARTHUR GODFREY, announcer of WJSV, Washington, is conducting a daily column in the *Washington Daily News*, titled "As I Was Saying . . ."

TEX OWENS, described as the original Texas Ranger and with KMBC, Kansas City, since 1931 on Aug. 1 joins WLW-WSAI, Cincinnati.

HELEN HARDIN, conductor of *Our American Language* and *Everyday Words* on WGN, Chicago, and MBS, recently married Harold W. Hoots, Chicago businessman.

ARCHIE LEONARD, of the continuity department of WNAX, Yankton, S. D., left recently for Ivoryton, Conn., where he has been awarded a scholarship to play in the Ivoryton Playhouse during the summer season.

JANET BAIRD, KPO-KGO, San Francisco commentator, is now a full-fledged aviatrix, having received her pilot's license.

RICHARD A. RUPPERT, promotion manager of WSAI, Cincinnati, recently was graduated from the Cincinnati YMCA night law school with honors, and is taking the state bar examinations. Michael Hinn, WSAI announcer, recently purchased a new two-seater monoplane.

DRESER DAHLSTEAD, NBC Hollywood announcer-producer, has been transferred to San Francisco for two months as network contact on *One Man's Family* and *I Love a Mystery*, both sponsored by Standard Brands.

DONALD E. FINLAYSON, of the publicity department of WLS, Chicago, is the father of a baby boy born June 24.

KLEVE KIRBY, announcer and news commentator of WWL, New Orleans, and his bride of late June, Elsie Buist, of the *New Orleans Item-Tribune*, left for a honeymoon trip to Florida and Mexico.

TOMMY KNODE, of the news staff of WRC-WMAL, Washington, and Mrs. Knode, formerly Catherine O'Neil of the program department, are the parents of a girl born June 24.

FRANKLIN BINGMAN, KHJ, Los Angeles, news commentator, has resigned to join the NBC Hollywood staff.

JOHN BRYSON, new to radio, has joined the announcing staff of WCLS, Joliet, Ill.

RICHARD NOBLE, formerly of WDWS, Champaign, has joined WCBS, Springfield, Ill., as sportscaster.

NELL CLEARY, of NBC Hollywood press department, is recuperating from a major operation.

BILL FROST, formerly chief announcer of WIRE, Indianapolis, has joined the announcing staff of WLW-WSAI, Cincinnati.

FRANKLIN MITCHELL, chief announcer of WJR, Detroit, is the father of twins, a boy and a girl, born June 26.

FRANCIS CRAIG, bandleader featured on WSM, Nashville, recently was commissioned a Tennessee Colonel by Gov. Prentice Cooper. Col. Craig is a cousin of E. W. Craig, executive director of WSM.

BILL BEAL, continuity chief of KDKA, Pittsburgh, on July 1 married Cynthia Cate. Jean Spitalny, personal librarian for her father, Maurice Spitalny, KDKA music director, and Morton Fiedler also recently announced their engagement.

R. GOLDIE BUCKINGHAM, formerly editor of the *Kincardine News*, recently joined CKNX, Wingham, Ont., as merchandising director, succeeding Harry J. Boyle.

WALTER WHITE is producing the weekly half-hour Don Lee-Mutual network program, *Nobody's Children*, from KHJ, Los Angeles. Tony La Frano announces.

BILL HAWORTH, formerly of KEHE, Los Angeles, has joined KHJ, that city, as announcer.

BILL DOUGHERTY, program director and chief announcer in charge of special events at WRBL, Columbus, Ga., resigned recently to join the announcing staff of WTBO, Cumberland, Md.

ROBERT N. PERRY, program director of WORL, Boston, and Helen Howorth, WORL production manager, recently announced their engagement and coming marriage in September.

SAM HAYES, Hollywood news commentator, has inaugurated a new five-weekly quarter-hour program, *Daily Spectator*, on the CBS Pacific Network. Series is directed at women listeners. He continues his weekly quarter-hour *Euclid Ballot Box*, on the CBS California network under continued sponsorship of Euclid Candy Co.

TAKE A TRIP WITH US TO "NEVER-NEVER-LAND"

WLW has paid the topsy-turvy fare!

Recently, WLW has been making some curious statements — in this and other publications. For example, WLW said, regarding a 13-city "survey" in what they term their "primary market":

"Results show that the average audience tuned in to WLW Monday through Friday is 111.8% greater than that of the dominant local stations serving these markets." *Whew!*

And: "The leading local station in each of these 13 markets was able to attract only an average of 22.8%." *Whew!*

And: "WLW so dominates this territory that, day in and day out during the entire week studied, 48.3% of all radio homes were tuned to WLW." *Whew!*

The weather's kind of hot but, even so, our friends of WHAS in Louisville (one of the 13 cities) asked questions . . . *since the "survey" admitted that the week day score showed a Louisville audience almost five times greater for WHAS than for WLW*. The "research organization" explained that *Louisville was an exception* but "elsewhere WLW does dominate the entire area".

So we took *our* pen in hand (Charleston, W. Va., is another of the 13 cities). "How come," we said, "that in the same weekly recapitulation of the same WLW 'survey' during the mornings WCHS had *100% more* listeners than WLW, in the afternoon, *22% more*, and, for the entire week, *20% more* . . . how come the 'elsewhere'?"

The "research organization" answered *us*. "There were two of the cities in which this study was conducted *where the average weekly listener percentage favored the leading local station over WLW. These cities were Charleston, W. Va. and Louisville, Ky.*"—then they added that WLW's claims were the result of "averaging" markets and stations.

So we who questioned the "survey" are left with the claim of a radio station—WLW—offering coverage of a "Never-Never-Land" to which no one ever journeys except to discuss "averages".

WHAS—a *real* station in a *real* city—dominates *its* markets. WLW proved that!

WCHS—a *real* station in a *real* city—dominates *its* markets. WLW proved that!

All of which leaves WLW supreme with its "average audiences" in a mythical kingdom called "Average". So long as that's clear, everybody's happy.

And, by the way, now that we're back to thinking about *real* people in *real* markets, we are grateful to WLW for proving again that in Charleston, more people listen more hours to WCHS than to *any other* radio station!

WCHS

5000 Watts * CBS 580 Kc.

*(CP Permit LS)

CHARLESTON · WEST VIRGINIA

The Branham Company—National Representatives

FRED SHAWN, assistant manager of WRC-WMAL, Washington, in charge of programs, and Audrey Sieber recentyl took out a marriage license, with the wedding sete for Aug. 5 in St. John's Church, Georgetown.

RUSS HODGES, who joined WBT, Charlotte, several months ago to handle major league baseball broadcast for Wheaties, recently signed as a full-time sports announcer on the station.

DAVID VAILE, for three years with KYA, San Francisco, has been promoted to production manager in addition to being chief announcer.

MARTIN GOSCH, CBS director loaned to Lennen & Mitchell to produce the NBC *Melody & Madness* program sponsored by P. Lorillard & Co. (Old Gold cigarettes), after several weks in Hollywood, has returned to New York.

J. NEIL REAGAN, program director of WOC, Davenport, Ia., was in Hollywood in early July visiting his brother Ronald, Warner Bros. film player and former Iowa announcer.

JAMES W. CREASMAN, announcer of KTAR, Phoenix, Ariz., on June 15 married Miss Dorothy Phillips, of Litchfield Park. Miss Lucile Ming, KTAR receptionist, was married June 4 to Charles H. Bomar.

LEE MARSHALL, formerly of H. W. Kastor & Son Adv. Co., Chicago, has joined the continuity staff of WBBM, Chicago.

FRED BRIGGS, formerly with KGU, Honolulu, T. H., recently has joined the announcing staff at KYA, San Francisco.

ED ALLEN, announcer of WGN, Chicago, married Miss Dolores Dyer, WGN script writer, June 30.

BOB ELSON, sportscaster of WGN, Chicago; Red Barber and Al Helfer, of WOR, Newark, broadcast the All-Star Baseball Game July 11 on MBS from Yankee Stadium.

ROBERT WILL, formerly of WDWS, Champaign, Ill., has joined the announcing staff of WIRE, Indianapolis.

MARC HOWARD, formerly of KWK, St. Louis, and NBC, Chicago, has joined the staff of WDWS, Champaign, Ill. Harry Ridgley, formerly of WDAN, Danville, Ill., has also joined the WDWS staff.

BOB HARRIS, formerly of KVOR, Colorado Springs, and KOA, Denver, has joined the announcing staff of KLZ, Denver.

DAVE MILLER, former announcer of WMCA, New York, has joined the CBS announcing staff in New York.

LOUIS LEWELLYN, Arkansas U. graduate, has joined the announcing staff of KARK, Little Rock, Ark.

EDWARD WILDE, formerly of the Los Angeles office of Tom Fizdale Inc., publicity firm, has been named head of the Fizdale Chicago office.

FLORENCE CLAVERE of the NBC Hollywood traffic department, and Fred Randall, Los Angeles business executive, were married at Yuma, Ariz., in mid-May.

FRED LeMIEUX, recently at WJBO, Baton Rouge, and WNOE, New Orleans, has returned to WHMA, Anniston, Ala.

LUCILLE HOBSON, secretary of Raymond R. Morgan Co., Hollywood and Howard Cheney, free lance copy writer, were married July 7 at Yuma, Ariz.

Leo McMullen

LEO McMULLEN, 50, for ten years commercial manager of KGIR, Butte, died July 1 following an illness of several months. A native of Montana, Mr. McMullen had been with KGIR since 1929 and was well known in broadcasting circles.

AWARDED the Sidney Garfinkel Adv. Agency trophy for 1939 by Mr. Garfinkel (left) was Dick Wynne (second from left) formerly of KJBS and now of the Golden Gate Fair. Walter Guild (third from left), Garfinkel, radio director, presented the perpetual station trophy to Edward Franklin, KJBS manager.

Annual Garfinkel Award Is Given to Dick Wynne

DICK WYNNE, formerly announcer of KJBS, San Francisco, on July 7 was given the Third Annual Announcers' Award, sponsored by Sidney Garfinkel Adv. Agency, San Francisco. Presentation was made at a luncheon in the Palace Hotel and ceremonies were broadcast by KJBS. Wynne is now on the radio staff of the Golden Gate International Exposition.

The trophy was presented to Wynne by Joe Walters, of KSFO, last year's winner. Walter Guild, Garfinkel radio director, presided. With the trophy went the revolving station trophy, which Ed Franklin, KJBS manager, accepted from Philip Lasky, KSFO manager. Lindsey Spight, Pacific Coast manager of John Blair & Company, spoke on behalf of the judges. Mr. Garfinkel, sponsor of the contest, explained it was designed to give San Francisco commercial announcers an additional stimulus to deliver their best performances.

James A. Richardson

JAMES A. RICHARDSON, Winnipeg financier and grain dealer, owner of CJRC, Winnipeg; CJRM, Regina; part owner of CJGX, Yorkton, Sask.; as well as shortwave CJRO and CJRX, Winnipeg, died suddenly as the result of a heart attack on June 26 at his home in Winnipeg, at the age of 53. He was considered one of the wealthiest men in Canada and was director of many Canadian industries as well as the largest privately-owned air transport organization. He was a pioneer in Western Canada with broadcasting and shortwave stations which were used in the beginning primarily to broadcast news about the grain industry for his grain brokerage house.

Comdr. U. J. Herrmann

COMDR. U. J. (Sport) HERRMANN, 67, a director of Zenith Radio Corp., Chicago, since the firm's inception in 1923, died July 2 as a result of injuries suffered in a traffic accident near Sturgeon Bay, Wis. Mr. Herrmann was closely associated with the Radio Manufacturers Assn. and was widely known in the Midwest as a philanthropist and sportsman. He was a past potentate of the Medinah Shrine and a retired commander in the U. S. Naval Reserve. Unmarried, Mr. Herrmann is survived by a brother and niece.

Pouliot to CBC

ADRIEN POULIOT, secretary of the Faculty of Science at Laval University, Quebec, has been appointed to the board of governors of the CBC in place of Mgr. Alexandre Vachon, rector of Laval University, who resigned because of the increase in his duties as rector. Mr. Pouliot is a civil engineer, professor of mathematics, graduate of Laval, University of Montreal, University of Toulouse and University of Chicago. He is a member of the Institute of Civil Engineers, of the Societe de Mathematiques de France and of the American Mathematical Society. He will serve the unexpired portion of Mgr. Vachon's term, which ends Nov. 2, 1941. Ira Dilworth on leave from his position of associate professor of English at the University of British Columbia for the past year to act as regional CBC director for British Columbia, has been permanently appointed to this post by the CBC board of governors, and has resigned from the University.

Carlile Writes Book

A BOOK titled *The Production & Direction of Radio Programs*, written by John S. Carlile, CBS production manager, has been published by Prentice-Hall, New York ($3.75). All phases of production are explained, with illustrations based on incidents within his own experience as well as photographs and diagrams of studio set-ups he has handled. Supplementary chapters are written by Walter R. Pierson, CBS sound effects head, and Clarence R. Jacobs, CBS head of construction operations. Studio sign language, musical setups and a glossary of production terms are included.

Sowell Injured

F. C. SOWELL, general manager of WLAC, Nashville, was severely injured June 17 in an auto accident and is convalescing at St. Thomas Hospital, Nashville. He suffered a fractured skull, brain concussion, broken ribs, punctured lung, broken hip and pelvis, and a triple fracture of the right leg below the knee. J. T. Ward, president of WLAC, who has taken over his duties in directing the station, said that while at the start hope had been abandoned, his physicians are now confident he will recover after a long convalescence.

Shenandoah Queen

THE MAYOR's daughter, who also is a beauty contest winner in her own right, has been added to the talent staff of KMA, Shenandoah, Ia. Betty Lee Ambler, daughter of Mayor Ambler of Shenandoah, student at Christian College in Columbia, Mo., and last year's Miss Iowa, has joined the daily *KMA Country School*, the station's big audience show. Miss Ambler last year was crowned queen of the Iowa Centennial celebration at Council Bluffs, and while at school in Columbia was the University of Missouri's Barnwarmin' Queen.

Radio - Press Executives On Yankee Clipper Flight

WHEN the Pan American Airways' *Yankee Clipper* took off July 8 from Port Washington, Long Island, on the first one-day Transatlantic passenger flight direct to England via Canada, Newfoundland and Ireland, the passengers aboard included John F. Royal, NBC program vice-president; Amon G. Carter, owner of WBAP and KGKO, Fort Worth, and publisher of the *Fort Worth Star-Telegram;* John Cowles, associate publisher of the *Des Moines Register & Tribune*, affiliated with the Iowa Broadcasting System (KSO-KRNT-WMT-WNAX); John D. Ewing, owner of KWKH-KTBS and publisher of the *Shreveport Times*. Among the other passengers were Roy W. Howard, president of Scripps-Howard, and James A. Stahlman, publisher of the *Nashville Banner* and past president of the American Newspaper Publishers Assn.

Jaspert Heads WFIL Sales

GEORGE H. JASPERT, formerly local sales manager, has been named to direct a recently consolidated local-national sales department at WFIL, Philadelphia, according to Roger W. Clipp, general manager. At the same time it was announced that Murray Grabhorn had resigned as national sales manager effective July 15, to join Transamerican Radio & Television Corp. in the New York representative field. Mr. Jaspert has been with WFIL as local sales manager since May, 1937.

Godwin's New Series

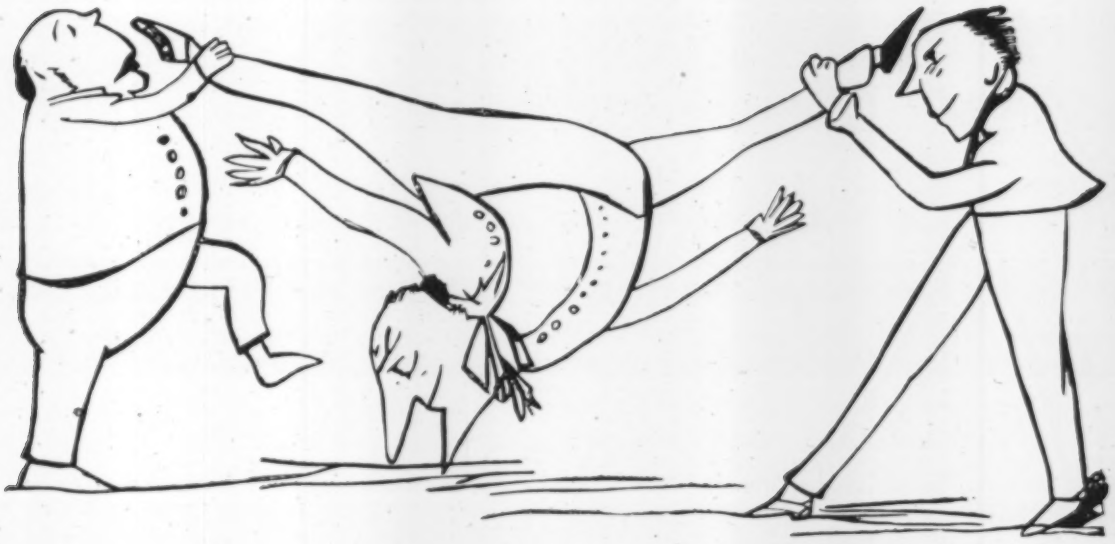
EARL GODWIN, Washington newspaper correspondent and radio commentator, on July 6 started a new series of weekly news commentaries from WRC-WMAL, Washington, Tuesdays, 6:15-6:30 p. m. carried on the NBC Southeast network, including 12 stations covering Florida, Georgia, North and South Carolina, Virginia, Alabama, Mississippi and Tennessee. Summarizing the news of the week, Mr. Godwin, who is president of the White House Correspondents' Assn., and who for the last two years has conducted a six-weekly quarter-hour news commentary on WMAL under sponsorship of the local Thompson's Dairy, will give his own comments on the news together with human interest stories, stressing those of the Southeast.

WABC Staff Additions

THREE additions to the program staff of WABC, New York, were made July 10. Edwin M. Marshall, formerly a free-lance writer, has joined the station's scriptwriters; Richard J. Goggins, previously a CBS apprentice, has been made an assistant producer, and Miss Mary O'Keefe, formerly with WTHT, Harford, has been placed in charge of traffic on WABC operations. With these additions, WABC's program department totals seven persons who work exclusively on local, non-network programs.

DICK BRAY, a race horse named after Dick Bray, sportscaster of WSAI, Cincinnati, recently was entered in a race at Latonia, Ky.

help begins at 1440!



An invitation to join the parade of SMART agency people, advertisers who call on us for FACTS

Here every day come people. Smart people on the prowl. Agency people, advertisers and others plus. More will come tomorrow and more next day – for requests rise steadily.

What on earth brings this regiment?

* The fact that WOR is an old subscriber to, and acute analyst of, the listening findings of such crack services as Hooper, Crossley, Hooper-Holmes, and Ross-Federal. These, in turn, are packaged into the facts YOU want—easy to find, work from, make profit of. All grouped, classified, simplified, to help YOU pick the right time, opposite the right show with minimum trouble and mayhem.

** The fact that MORE THAN 60 SUCCESS STORIES are carefully filed for comparison and profit-making study. Everything from autos to hot dogs to lipstick to turkey. What WOR doesn't have it will search for with the calm ferocity of a Charlie Chan.

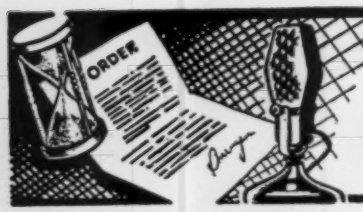
*** The fact that our flying wedge of market experts are hip-deep in uncommonly sound facts regarding the greatest market group in America – and HOW you can dig into it at less cost more quickly. We might add, such facts as – trading characteristics as they affect radio, and YOUR radio investment, time selection by buying habits, et al.

**** The fact that some 400 carefully indexed cards record the rise and fall of WOR contests and offers day by day, hour by hour, show by show. What contest is most successful at what time? Does YOUR offer have a chance? What offers and contests have been most successful on WOR? Why? We know.

Here are good radio minds backed with sound radio market and listening dope ready to do expert work for you. WOR is aware, alert – and always particularly anxious to show WHY one greater-New York station deserves your undivided attention.

Pss-st! – a postcard, note or runner directed to WOR, 1440 Broadway, in New York, will bring back pronto a copy of "Morning Audiences in New York", the recent Hooper-Holmes-WOR listening study condensed to nine quick-reading pages.

WOR



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGAR, Cleveland

White Laboratories, New York (Feen-a-mint), 5 *sa* weekly, thru Wm. Esty & Co., N. Y.
Standard Oil Co. of Ohio, Cleveland, 2 *sa* weekly, thru McCann-Erickson, Cleveland.
Procter & Gamble Co., Cincinnati (Ivory flakes), 5 *sa* weekly, thru Compton Adv., N. Y.
NuEnamel Cleveland Co., Cleveland (paint), 6 *sa* weekly, thru Campbell-Sanford Adv. Co., Cleveland.
Montana Flour Mills Co., Cleveland, (Sapphire flour), 5 *sa* weekly, thru Griswold-Eshleman Co., Cleveland.
Metro-Goldwyn-Mayer, New York (Motion pictures), 15 *sa* weekly, thru Donahue & Co. N. Y.
Lever Bros., Cambridge, Mass. (Rinso), 4 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Charles E. Hires Co., Philadelphia (root beer), 5 *sa* weekly, thru O'Dea, Sheldon & Canaday, N. Y.
Chrysler Corp., New York (Plymouth), 8 *sa* weekly, thru J. Stirling Getchell, N. Y.
Diesel-Wemmer-Gilbert, Detroit (R. G. Dun cigars), 5 *sp* weekly, thru Brace Breemer, Detroit.
Dr. Miles Labs., Elkhart, Ind. (Alka-Seltzer), 5 *t* weekly, thru Wade Adv. Agency, Chicago.
Ex-Lax Mfg. Co., Brooklyn (proprietary), 3 *sa* weekly, thru Joseph Katz Co., Baltimore.
Interstate Labs., Louisville (Oculine), 3 *sa* weekly, direct.
Carter Products, New York (Arrid), 3 *sa* weekly, thru Small & Seiffer, N. Y.

WNAC, Boston

Daggett & Ramsdell, New York (cosmetics), 65 *t*, thru McCann-Erickson, N. Y.
Spencer Shoe Corp., Boston, 88 *sa*, thru Chambers & Wiswell, Boston.
Cape Cod Steamship Co., Boston, 25 *sa*, thru Alley & Richards, Boston.
Feminine Products Div., Carter Medicine Co., New York (Arrid), 27 *sa*, thru Street & Finney, N. Y.
Antrol Laboratories, Los Angeles (insecticide), 12 *sa*, thru J. Walter Thompson Co., Los Angeles.
Stanco Inc., New York (Flit), 10 *t* (renewal), thru McCann-Erickson, N. Y.

WBT, Charlotte, N. C.

Black Flag Co., Baltimore, (insecticide), 3 *sa* weekly, thru Al Paul Lefton Co., Philadelphia.
Hav-A-Tampa Cigar Co., Tampa, Fla., 4 *sa* weekly, 26 weeks, direct.
U. S. Tobacco Co., New York (Bruton, Red Seal snuff), 5 *t* weekly, thru Arthur Kudner, N. Y.
Peter Paul Inc., Naugatuck, Conn. (candy), 6 *sa* weekly, thru Platt-Forbes, N. Y.
Stephano Bros., Philadelphia (Marvel cigarettes), 3 *sp* weekly, thru Aitkin-Kynett, Philadelphia.

KGKO, Fort Worth

Bestyett Food Co., Fort Worth, 3 *t* weekly, thru Ray K. Glenn, Oklahoma City.
Campbell Cereal Co., Minneapolis (Malt-O-Meal), 260 *sa*, thru C. C. Lindley, Fort Worth.
Seidlitz Paint & Varnish Co., Kansas City, 13 *sa*, thru Barrons Adv. Agency, Kansas City.

WLS, Chicago

Omar Inc., Omaha (flour), 5 *sp* weekly, thru Lyle T. Johnson Agency, Chicago.
Union Pacific Railroad, Omaha, weekly *t*, thru Caples Co., Omaha.
Illinois Farm Supply Co., Chicago, weekly *sp*, direct.
Life Savers, New York, 10 *sa* weekly, thru Young & Rubicam, N. Y.
Industrial Training Corp., Chicago, *ta* series, thru James R. Lunke & Asso., Chicago.
Dean Studios, Omaha, 3 *sa* weekly, thru Lessing Adv. Agency, Des Moines.
B. F. Goodrich Co., Akron, 6 *sa* weekly, thru Griswold-Eshleman Co., Cleveland.
Rap-In-Wax Co., St. Paul, 3 *sa* weekly, thru Mitchell Faust Adv., Chicago.
Pioneer Hi-Bred Corn Co., Princeton, Ill., *sa* daily; thru R. J. Potts & Co., Kansas City.

KHJ, Los Angeles

Adohr Milk Farms, Los Angeles (dairy products), weekly *sp*, thru Lord & Thomas, Los Angeles.
Basic Foods, Los Angeles (food products), 5 *sp* weekly, thru Bert Butterworth Agency, Hollywood.
Log Cabin Bread Co., Los Angeles (Roman Meal bread), 2 *sp* weekly, thru Scholts Adv. Service, Los Angeles.
Gordon Bread Co., Los Angeles (bread), 3 *sp* weekly, thru Mayers Co., Los Angeles.
Stanco Inc., New York (Flit), 5 *ta* weekly, thru McCann-Erickson, N. Y.

KSFO, San Francisco

Gallenkamp Shoe Stores, San Francisco, 3 *sp* weekly, thru Long Adv. Service, San Francisco.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel) 7 *ta* weekly, thru Joseph Katz Co., Baltimore.
Cook's Products Co., San Francisco (Gerard's French Dressing) weekly *sp*, thru Rufus Rhoades Adv. Agency, San Francisco.
Stanco Inc., New York (Stanco D & R Products) 10 *t* weekly, thru McCann-Erickson, N. Y.

KOMA, Oklahoma City

Great Western Sugar Co., Denver, 52 *sp*, thru McCann-Erickson, Denver.
Carey Salt Co., Hutchinson, Kan., 104 *sa*, thru Ferry-Hanly Co., Kansas City.
Abbott Co., Dallas (Abbo), 13 *sa*, thru Tracy-Locke-Dawson, Dallas.

KMPC, Beverly Hills, Cal.

Smart & Co., Hollywood (cosmetics), weekly *sp*, direct.
Union Pacific System, Omaha, (rail), 5 *sa* weekly, thru Caples Co., Los Angeles.

KNX, Hollywood

Cera-Lac Co., Los Angeles (Crunchettes), 6 *sp* weekly, thru Associated Adv. Agency, Los Angeles.
Stephano Bros., Philadelphia (Marvel cigarettes), 3 *sp* weekly, thru Aitkin-Kynett Co., Philadelphia.
J. A. Folger Co., San Francisco (coffee), weekly *sp*, thru Raymond R. Morgan Co., Los Angeles.
Goodyear Tire & Rubber Co., Akron (tires), 6 *sp* weekly, thru Arthur Kudner, N. Y.
Los Angeles Soap Co., Los Angeles (White King soap), 5 *sa* weekly, thru Raymond R. Morgan Co., Hollywood.
H. & H. Distributing Co., Los Angeles (cream separator), 6 *sp* weekly, direct.
Coca-Cola Bottling Co. of California, Los Angeles (beverage), 5 *t* weekly, direct.
Seven Up Bottling Co., Los Angeles (beverages), 14 *sp*, thru Buchanan & Co., Los Angeles.

WOAI, San Antonio

Duncan Coffee Co., Houston (Admiration), 14 *sa* weekly, thru Steele Adv. Agency, Houston.
Beaumont Laboratories, St. Louis (4-Way tablets), 26 *t*, thru H. W. Kastor & Sons, Chicago.
General Mills, Minneapolis (Gold Medal, Korn Kix), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Stanco Inc., New York (Flit), 5 *t* weekly, thru McCann-Erickson, N.Y.
Lever Bros., Cambridge (Rinso, Spry), weekly *t*, thru Ruthrauff & Ryan, N. Y.

WLW, Cincinnati

Grove Labs., St. Louis (Bromo-Quinine), 2 *sp* weekly, thru H. W. Kastor & Sons, Chicago.
Beaumont Labs., St. Louis (4-Way tablets), 2 *sp* weekly, thru H. W. Kastor & Sons, Chicago.
Consolidated Drug Products, Chicago (Blondex-Kelp-a-Malt), 6 *sp* weekly, 52 weeks, thru Benson & Dall, Chicago.

KYA, San Francisco

Millbrae Highlands Co., Millbrae, Cal. (real estate) weekly *sp*, direct.
London Baking Co., San Francisco (Snow White Bread) weekly *sp*, direct.
Japanese Committee for Trade & Information, San Francisco (travel bureau) weekly *sp*, thru Brewer-Weeks Agency, San Francisco.

KJBS, San Francisco

Clara-Cal Creamery, San Francisco, 6 *sa* weekly, thru Fletcher Udall & Associates, San Francisco.
Sholl Realty Co., San Carlos, Cal., weekly *sp*, *sa*, direct.
Crab Fishermen's Protective Assn., San Francisco 3 *sa* weekly, direct.

WMCA, New York

New York Daily Mirror, New York, 4 *sp*, direct.
Lydia E. Pinkham Medicine Co., Lynn, Mass. (vegetable compound), 3 *t* weekly, thru Erwin, Wasey & Co., N. Y.
Davega Stores, New York (radios—sporting goods), 8 *sp* weekly, thru Moser & Cotins, N. Y.
Cushman's Sons, New York (bakery), 6 *sp* weekly, thru S. C. Croot Co., N. Y.
Sweets Co. of America, New York (Tootsie Rolls), 3 *sp* weekly, 13 weeks, thru Biow Co., N. Y.
Famous Furriers, New York, 12 *sp* weekly, 27 weeks, thru Midtown Adv. Agency, N. Y.
Feminine Products, New York (Arrid deodorant), daily *sa*, 26 weeks, thru Small & Seiffer, N. Y.
Yeckes-Eichenbaum, New York (flavor-sealed melons), 5 *sa* weekly, thru S. C. Croot Co., N. Y.

WOR, Newark

Alfred W. McCann Laboratories, New York, 4 *sp* weekly, direct.
Philadelphia Dairy Products Co., Philadelphia, 6 *t* weekly, thru Scheck Adv. Agency, Newark.
Daggett & Ramsdell, New York (cold cream), 5 *t* weekly, thru McCann-Erickson, N. Y.
Modern Industrial Bank, New York, weekly *sp*, thru Metropolitan Adv. Co., N. Y.
Ramsdell Inc., New York (sulphur cream), 5 *sp* weekly, thru W. I. Hamilton, N. Y.

KFI, Los Angeles

O'Keefe & Merritt Co., Los Angeles (stoves & refrigerators), 3 *sp* weekly, thru Richard B. Atchison Adv., Los Angeles.
American Tobacco Co., New York (Rio Tan cigars), 7 *ta* weekly, thru Lord & Thomas, N. Y.
General Foods Corp., New York (cereals), 5 *t* weekly, thru Benton & Bowles, N. Y.
Railway Express Agency, New York (express service), 3 *sa* weekly, thru Caples Co., N. Y.

WFAA-WBAP, Dallas-Ft. Worth

Potter Drug & Chemical Co., Malden, Mass. (Cuticura), 312 *ta*, thru Atherton & Currier, N. Y.
Lever Bros. Co., Cambridge, Mass. (Rinso), 52 *t*, thru Ruthrauff & Ryan, N. Y.
Stanco, Inc., New York (Nujol), 260 *t*, thru McCann-Erickson, N. Y.
White King Soap Co., Los Angeles, 39 *sa*, thru Raymond R. Morgan Co., Los Angeles.

WAAB, Boston

House of Old Molineaux Wines, Boston, 260 *sa*, thru Rossi & Hirshon, New Bedford, Mass.
Friend Bros., Cambridge, Mass. (bread), 52 *sp* (renewal), thru Ingalls Adv., Boston.
Kemp & Lane, LeRoy, N. Y. (Orangeine), 10 *sa*, thru Hughes-Wolff & Co., Rochester.
Larus & Bros. Co., Richmond, Va. (Edgeworth), 65 *sp*, thru Warwick & Legler, N. Y.

WNEW, New York

Dr. Scholl's Foot Comfort Shops, New York, 3 *sa* weekly, 2 weeks, thru Presba, Fellers & Presba, Chicago.
Pilot Radio Corp., Long Island City, New York (radios), 3 *sp* weekly, 52 weeks, thru Austin & Spector, N. Y.

KSRO, Santa Rosa, Calif.

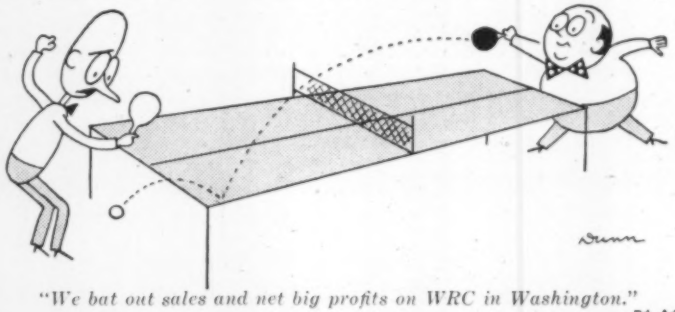
Hick's Bio-Meal, Petaluma, Cal. (health food) 3 *sa* weekly, direct.
Union Pacific Railroad, Omaha (transportation), 3 *t* weekly, thru Caples Co., Los Angeles.

KOY, Phoenix

White King Soap Co., Los Angeles (granulated soap), 5 *sa* weekly, thru Raymond R. Morgan Co., Hollywood.

WJZ, New York

Peter Paul, Naugatuck, Conn. (Ten Crown gum), daily *sa*, thru Platt-Forbes, N. Y.



"We bat out sales and net big profits on WRC in Washington."
Pd. Adv.

An Advertiser DOES IT AGAIN!

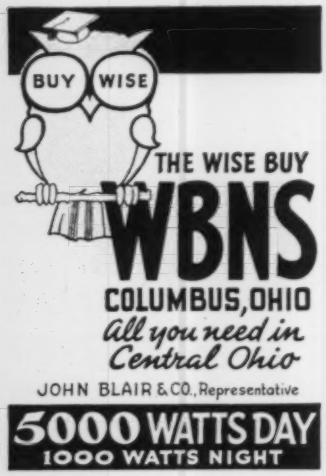
POLL OF TULSA DRUGGISTS SHOWS KVOO PREFERENCE ALMOST 2 to 1

A national drug manufacturer made his own survey of Tulsa Druggists regarding popularity and sales effectiveness of Tulsa stations. *KVOO preference was 61% above competition!* The advertiser is now using KVOO.

Tulsa druggists appreciate KVOO's popularity in the Oil Capital! Their enthusiasm is shared by druggists within a 75 mile radius of Tulsa. This area contains 40% of Oklahoma's population, furnishes 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales! Cover Oklahoma's Greatest Market with KVOO, Oklahoma's Most Powerful Station! Also Primary Coverage counties in Kansas, Missouri and Arkansas! 25,000 watts. Both N.B.C. Networks. Edward Petry and Company, Inc., National Representatives!

Carter's Two Series

CARTER PRODUCTS, New York (Carter's Little Liver Pills), on July 3 started a 52-week campaign of five spot annouuncements weekly on a large list of stations in the East. The exact number of stations was not divulged by Spot Broadcasting, New York, which places the spots for Street & Finney, New York, the agency in charge. Feminine Products Division of Carter also started a campaign July 3 for Arrid deodorant using three spot announcements weekly for 26 weeks on about 20 stations, including WHN, New York, WNEW, New York, WJJD, Chicago, and WIND, Gary. This division is also placed by Spot Broadcasting, with the agency in charge, Small & Seiffer, New York.



Radio Advertisers

BRISTOL-MYERS Co., New York (Sal Hepatica), on July 6 started a 13-week sponsorship of Quin Ryan's quarter-hour news commentary programs, Tuesdays, Thursdays and Saturdays on WGN, Chicago. The program is sponsored the other three weekdays by Manhattan Soap Co., New York, for Sweetheart Soap. Young & Rubicam, New York, handles the Bristol-Myers account, and Franklin Bruck Adv. Agency, New York, placed the Manhattan Soap account.

CEDAR OF CANADA, Toronto (floor polish) on Aug. 31 starts a series of Thursday evening half-hour live programs to run 52 weeks entitled *I'll Tell The World*. Program will be produced and emceed by Roy Ward Dickson, Toronto. Account was placed by Dickson & Ford, Toronto.

RAILWAY EXPRESS AGENCY Inc., Chicago, has started a series of thrice-weekly time signal announcements on WGN, that city. Caples Co., Chicago, is agency.

CHICAGO MOTOR CLUB on July 6 started *News With John Harrington* on WBBM, Chicago, in a thrice-weekly quarter-hour series. Aubrey, Moore & Wallace, Chicago, handles the account.

O'KEEFE & MERRITT Co., Los Angeles (stoves and refrigerators), seasonal user of radio time, on July 19 started a thrice-weekly quarter-hour early morning news program featuring Pat Bishop as commentator, on KFI, that city. Contract is for 52 weeks. Agency is Richard B. Atchison Adv., Los Angeles.

Life Savers to Expand

LIFE SAVERS Inc., Portchester, N. Y., on June 22 started ten 50-word announcements weekly for seven weeks on WLS, Chicago, at the end of which period three 20-word announcements weekly will be used for a three-week period. More stations may be added later this summer. Young & Rubicam, New York, handles the account.

MODERN AGE ADVERTISING, New York, has been appointed to handle the French language programs co-operatively sponsored by 10 sponsors: Pinaud Inc. (cosmetics), the French Line, the French Government Tours, and seven French and American manufacturers and restaurants. These 10 advertisers for the past 2½ years have been jointly sponsoring *The French Hour*, a series of skits and music under the direction of Jo Delinois, twice weekly on WBNX, New York. Further radio plans for fall are now under way with two new programs under consideration, one for French students and the other a French detective serial.

RICHARD H. GRANT, formerly with Geyer, Cornell & Newell, Detroit, advertising agency for Nash-Kelvinator Corp., Detroit, has been named advertising manager of the Nash motors division of the corporation, succeeding A. R. Boscow, who has been promoted to assistant to the general sales manager, W. A. Blees.

AERONAUTICAL INSTITUTE of Technology, Los Angeles (aircraft school), is sponsoring a seven-weekly quarter-hour recorded musical program on KIEV, Glendale, Cal. In addition the school is using a five-minute transcribed program, six times a week on KFOX, Long Beach, Cal. Agency is Morgan & Davis Adv., Los Angeles.

OLDEN MINERALS Inc., Los Angeles (Ben-O-Tone foot treatment), new to radio, in a 30-day test campaign which started June 19, is using from two to five daily spot announcements on KFVD, KFBK and KARM. Firm in addition is also sponsoring participation in daily programs on KMTR, KFOX and KMPC. Agency is Heintz, Pickering & Co., Los Angeles.

CHARLES B. KNOX Co., Johnstown, N. Y. (gelatine) on July 3 started sponsoring *Bob Elson's Sports Review* on WGN, Chicago, Monday, Wednesday, Friday, 6:30-6:45 p. m. (EDST) through Kenyon & Eckhardt, New York. B. F. Goodrich Rubber Co., Akron, sponsors the program on the three alternate weekdays.

INDUSTRIAL TRAINING Institute, Chicago (air conditioning school), on July 11 started thrice-weekly two-minute announcements on the *Farmers' Digest*, an early morning participating program on WOR, New York. It is understood that the campaign will soon start on approximately 60 stations. James R. Lunke & Associates, Chicago, handles the account.

LOS ANGELES TIMES, one of the instigators in the campaign which eliminated radio columns from Pacific Coast newspapers, has started using an average of three time signal announcements daily on KNX, Hollywood, placing direct. Contract is for six months, having started July 9.

SUPREME OLIVE OIL Corp., San Fernando, Cal., new to radio, on June 26 started participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Contract is for 52 weeks. Elwood J. Robinson Adv. Agency, Los Angeles, has the account.

CERA-LAC Co., Los Angeles (Crunchettes), new to radio, through Associated Adv. Agencies, that city, on July 3 started a 13-week summer campaign on KNX, Hollywood, using six weekly participations in the *Sunrise Salute* program.

B. T. BABBITT Inc., New York (cleanser), sponsoring the five-weekly quarter-hour transcribed *David Harum* series on KNX, Hollywood, for the past six months, on July 24 renews for another 13 weeks. Agency is Blackett-Sample-Hummert, New York.

JOHN R. THOMPSON Co., Chicago (restaurants), on July 19 will sponsor approximately two hours of the Catholic Youth Organization boxing matches on WIND, Gary. John H. Dunham Co., Chicago, is agency.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), has started daily participations in the 3½-hour race track broadcasts on WIND, Gary, Ind., making the sixth sponsor participating in the series [BROADCASTING, June 15, July 1]. Wade Adv. Agency, Chicago, handles the account.

BC REMEDY Co., Durham, N. C., has signed another full-year contract for sports programs on WSM, Nashville. The firm sponsors two sports reviews and three 1-minute afternoon sports bulletins weekly on the station. Harvey-Massengale Co., Atlanta, is agency.

PUBLIX-RICKARD-NACE Theatres, Phoenix, Ariz., operating five theatres in that city, has started a thrice-weekly quarter-hour, *Theatre Time*, on KOY. Contract is for 52 weeks, having started in late June.

COMMUNITY OPTICIANS, Long Island City, N. Y., already sponsoring six programs weekly on WNEW, New York, on July 5 added four new WNEW programs to the schedule, including two news broadcasts by Richard Brooks, a daily program of hillbilly music, and an interview program *In the Spotlight* with Rosalind Sherman. Commonwealth Adv. Agency, Boston, places the account.

Healthaids Test

HEALTHAIDS Inc., Jersey City, preliminary to an enlarged campaign in September for Serutan [BROADCASTING, July 1], started testing two quarter-hour programs July 10 on WOR, Newark, one for Serutan and the other for V-Bev tonic, Mondays, Wednesdays and Fridays from 10:30 to 11 a. m. The first quarter-hour titled *Memories* features Norman Brokenshire accompanied by favorite piano melodies, and the second period is a transcribed series, *Album of Life*, presenting dramatizations of human interest incidents encountered by "The Wanderer" while travelling in foreign lands. If successful, the latter quarter-hour program will be expanded to more stations throughout the country. Austin & Spector, New York, handles the account.

KFVD, Los Angeles daytime station on 1000 kc., has applied to the FCC for authority to shift to 990 kc., using 1,000 watts day and 500 night.

Last year, we received hundreds of letters asking what Toby and Susie look like—how many there are in Les Hartman's German Band—what makes the Cedar Valley Hillbillies go 'round—and so on.

So in January we printed a folder picturing a number of the WMT gang.

For seven days the folder was plugged three times a day. That's a total of 21 plugs. And the response? 17,967 requests piled into the station. 13,715 were from Iowa, 1,547 from Illinois, 1,419 from Wisconsin and 1,021 from Minnesota. That gives you an idea of the concentration WMT gives you in Eastern Iowa, Western Illinois, Southwestern Wisconsin and Southern Minnesota, and the interest of listeners in WMT and WMT programming.

Being the only station in Eastern Iowa with 5,000 watts day and 1,000 watts night power, plus a frequency of 600 k.c., WMT is the "of course" station when you're selling the middle west.

*And, of course you can buy WMT in combination with WNAX and KSO or KRNT at an exceptionally low rate.

WMT
Cedar Rapids-Waterloo • 600 Kilocycles
NBC Blue-MBS • 5000 Watts L.S. • 1000 Watts Night
Represented by THE KATZ AGENCY
69,000 Square Miles of the RICHEST PART of the MIDWEST

LANG-WORTH
planned programs
LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD
•
LANG-WORTH FEATURE PROGRAMS
420 Madison Ave. New York

To sell MORE for LESS use the VITAL FIFTEEN

Here are stations that assure real results for the Spot Broadcaster

KGO 7,500 watts (790 KC) **KPO** 50,000 watts (680 KC) **SAN FRANCISCO**	**KOA** 50,000 watts (830 KC) **DENVER**
WENR 50,000 watts (870 KC) **WMAQ** 50,000 watts (670 KC) **CHICAGO**	**WTAM** 50,000 watts (1070 KC) **CLEVELAND**
KDKA 50,000 watts (980 KC) **PITTSBURGH**	**KYW** 10,000 watts (1020 KC) **PHILADELPHIA**
WGY 50,000 watts (790 KC) **SCHENECTADY**	**WEAF** 50,000 watts (660 KC) **WJZ** 50,000 watts (760 KC) **NEW YORK**
WMAL 500-250 watts (630 KC) **WRC** 5,000-1,000 watts (950 KC) **WASHINGTON, D. C.**	**WBZ & WBZA** 50,000-1,000 watts (990 KC) **BOSTON–SPRINGFIELD**

These "super-spots" command great audiences.
THEY ARE THE VITAL FIFTEEN!

VITAL Because they will produce a demand for *your* merchandise.

VITAL Because they will produce this demand in 10 of the richest markets in America.

VITAL Because they are programmed by NBC, assuring the finest in radio entertainment.

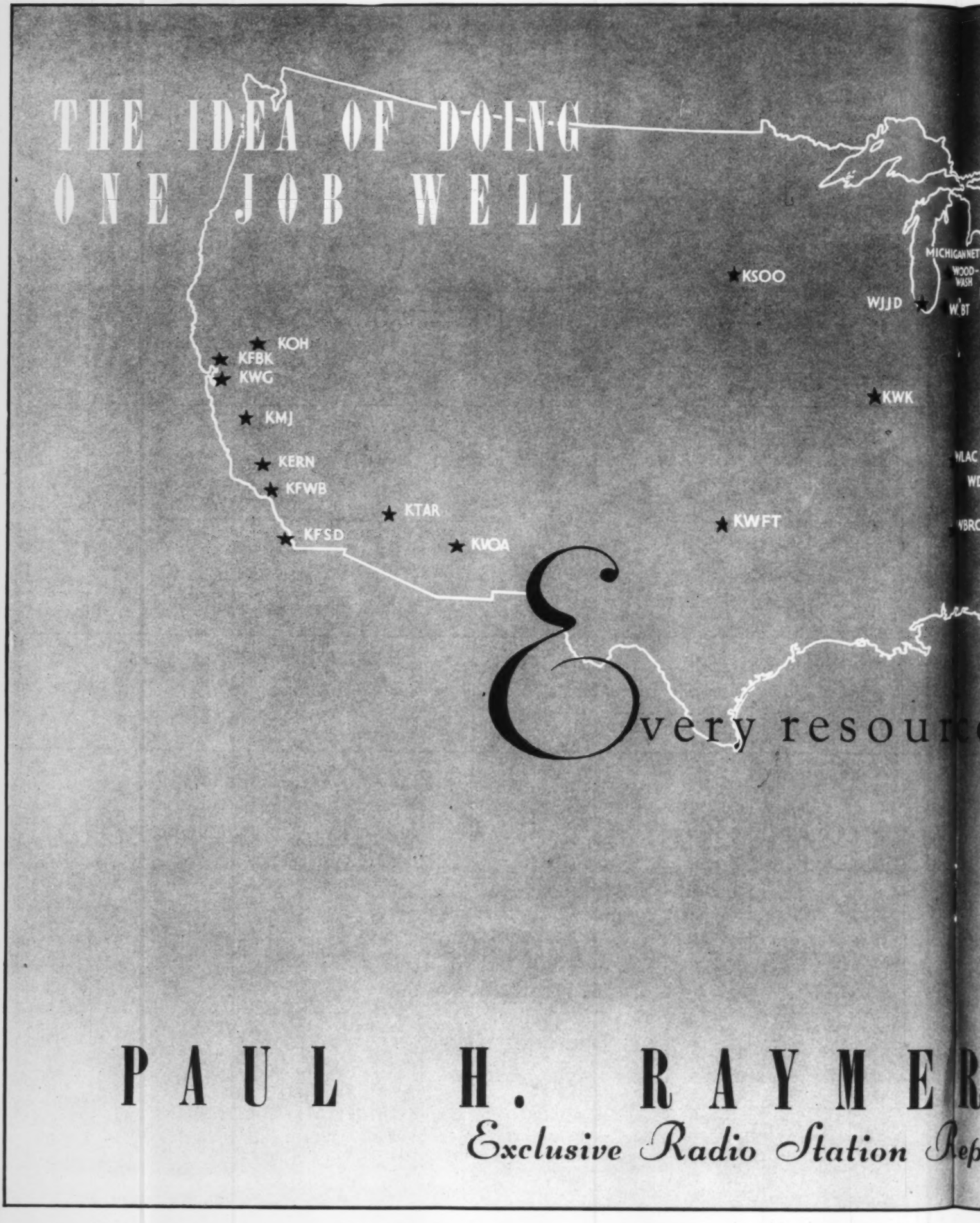
VITAL Because they have established clear-cut Local identity and well deserved prestige.

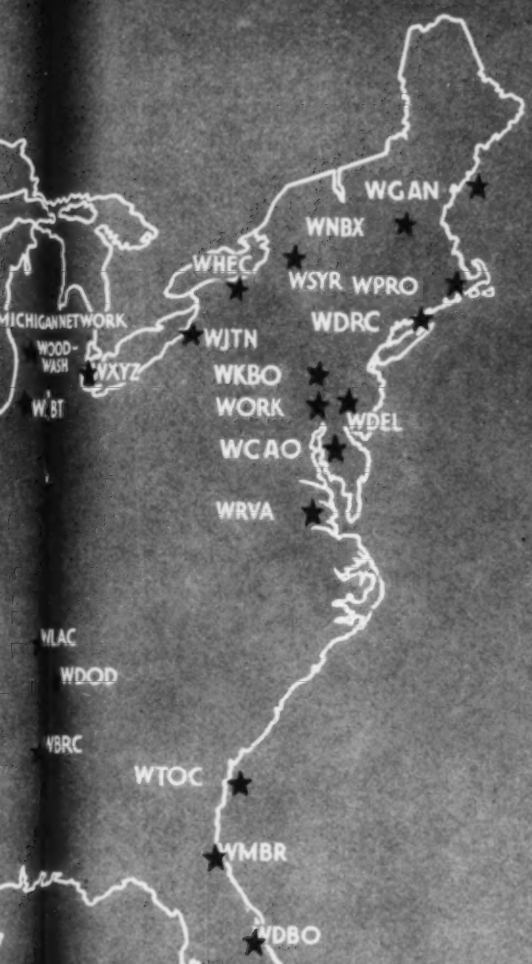
The NBC Spot Specialist in any of these cities (also Detroit and Hollywood) will give you full information on one or all 15 NBC Programmed Stations. And he'll be very glad to assist you in solving your own particular Spot Broadcasting Problem.

NATIONAL BROADCASTING COMPANY

THE WORLD'S GREATEST BROADCASTING SYSTEM

A RADIO CORPORATION OF AMERICA SERVICE


THE IDEA OF DOING
ONE JOB WELL
KOH
KFBK
KWG
KMJ
KERN
KFWB
KFSD
KTAR
KVOA
KSOO
WJJD
MICHIGAN NET
WOOD-
WASH
W.BT
KWK
KWFT
WLAC
WBRC
& very resour
PAUL H. RAYMER
Exclusive Radio Station Rep



re of the Paul H. Raymer Company
is concentrated on doing
one job superlatively well:
the job of selling the facilities
of the stations represented.

ER COMPANY

Representatives

NEW YORK CHICAGO DETROIT SAN FRANCISCO

First Disc for Sponsor Is Recorded in Canada

FOR THE first time an American transcription character is making a series of Canadian episodes for the Canadian stations used by the sponsor. An all-Canadian story setting and a cast of Canadian actors are now engaged at Toronto to make 65 episodes for the *Howey Wing* aviation adventure transcription series used by Kellogg Co. of Canada, London, Ont. The actor playing Howey Wing is the only regular member of the cast to take part in the new Canadian series. The shows started production in Toronto July 3 and the first episode was to go over 15 Canadian stations and VONF, St. John's, Newfoundland, on July 14. The production and cutting takes place in the studios of CFRB, Toronto, under direction of Howard Lindsay, of J. Walter Thompson Co., who handle the Kellogg account, and Ray Purdy, of CFRB. The transcriptions are processed by the Compo Co., Montreal. It is not at present planned to use the Canadian episodes on United States stations. With the Canadian story the Canadian stations will offer a map and decoder.

TRANSFER of the ownership of KOBH, Rapid City, S. D., to a group of seven local business men organized as the Black Hills Broadcast Co. of Rapid City was authorized by the FCC June 27. The new owners are Robert J. Dean, manager; C. A. and P. R. Quarnberg, millers; Ward B. Clark, broker; E. F. Gronert, miller; John Boland, machinery and J. L. Curren, lead mining.

In Omaha

Serving 201,430 radio homes in this rich trading area,

KOIL

with its tested, productive 7 POINT PLUS MERCHANDISING PLAN, is now the

Basic Columbia Outlet

offering better programs, more listeners, greater results.

For an Outstanding Job, it's

KOIL-OMAHA

Rep. by The Katz Agency

TRANSCRIPTIONS

DECCA DISTRIBUTING Corp., subsidiary of Decca Records Inc., moved its West Coast sales headquarters from San Francisco to Los Angeles and has established offices at 108 E. 17th St. L. C. Gilman continues as Pacific Coast general sales manager. The firm continues to maintain a San Francisco office at 35 Stillman St.

RADIO division of Warner Bros., Hollywood, has completed 156 transcribed quarter-hour episodes of *The Adventures of Uncle Jimmy*. Series features William Farnum and was cut by Radio Recorders, Hollywood. Telecast Corp., that city, is distributing agent.

RADIO ATTRACTIONS Inc., New York, has established Pacific Coast headquarters at 6253 Hollywood Blvd., Hollywood, with Ed Grigsby in charge as western division manager. Bob Collier is handling promotion and exploitation for the firm. Offices were established by Herbert R. Ebenstein, president, when in Hollywood during early July for conferences with Fields Bros. producers of the *Fu Manchu* series. Radio Attractions Inc. are distributors of the series and their west coast offices adjoin those of Fields Bros.

STANDARD RADIO announces the following new subscribers to its Standard Library Service: WCFL, Chicago; KFDA, Amarillo, Tex.; KOWH, Omaha; WTMA, Charleston, S. C.; CFRC, Kingston, Ont.; VONF, St. John's, Newfoundland; KNET, Palestine, Tex.

ARCHIE JOSEPHSON, head of 20th Century Radio Productions, Hollywood, left the West Coast in early July on a three-week business trip to Chicago and St. Louis.

JAMES ALLEN, producer of Aerogram Corp., Hollywood transcription concern, and Al Christie, film producer, are in New York for conferences with agency executives on *Preview Parade*, a projected half-hour transcontinental show.

EXCLUSIVE RADIO and film rights to the 21 Oz books written by the late L. Frank Baum have been assigned by his widow to Mitchell J. Hamilburg, Hollywood agent. Included in the rights are pending radio deals on *The Wizard of Oz*. Film rights to this story belong to M-G-M.

FIELDS BROS., Hollywood producers, has taken additional office space at 6253 Hollywood Blvd., which will provide an audition suite. Complete custom built technical equipment will be installed for auditioning programs and making air checks through a master system.

NEW subscriber to the Library Service of World Broadcasting System is KCRC, Enid, Okla.

TO INSURE YOUR REACHING THE INNER CALIFORNIA MARKET SPECIFY

McCLATCHY STATIONS

The Paul H. Raymer Company

Representative

New York Chicago San Francisco

BOAKE CARTER returns to radio with a "syndicated column" type of news commentary on transcriptions, which he demonstrated to broadcasters at NAB Convention in Atlantic City.

NBC Disc Gains

INDICATIVE of the growth of the transcription business during the past few years are figures recently released by NBC covering the revenue of its transcription division. In 1937, the income was $636,000, approximately 40% above that for 1936; in 1938 it rose another 12% to $722,000, and another increase is seen for this year, with billings of $200,000 for the first quarter, plus another $124,000 for May and June. Revenue comes from the Thesaurus recorded library service, off-the-air transcriptions of network programs for use on supplementary stations, syndicated transcription program series, such as the *Lone Ranger* for which NBC holds exclusive rights for use in areas not covered by the network broadcasts of this popular serial, custom built programs for advertisers, and reference recordings for advertiser and agency files.

Discs in Bookstores

NORMAN CORWIN, director of *They Fly Through the Air*, the CBS program which has won several citations from various organizations, on July 21 will be honored at a reception given at the Progressive Bookshop, New York, by the radio divisions of the Theatre Arts Committee and the League of American Writers. An electrical transcription of the program will be played and Mr. Corwin will autograph copies of the book made from the program, which were on display in the bookstore's windows the week prior to the reception. This marks the first step by the Booksellers' Guild to promote the sale of transcriptions along with the books.

'Fag Club'

FORMATION of a "Fag Club" of radiomen who enjoy the distinction of grandfatherhood, was announced at the NAB convention when the Arthur Churches (KMBC, Kansas City) announced the birth of a grandson. Parents are Tom Morris, of the sales staff of KGKO, Fort Worth, and Mrs. Morris, who is the former Virginia Church. The baby was born July 1.

Commentaries on Discs Started by Boake Carter With Convention Exhibit

SPONSORLESS since late August 1938, when he completed his network news commentaries for General Foods (Post Toasties-Huskies), Boake Carter launched his reentry into the radio field via transcription with promotion demonstrations at the NAB convention. Marketed through his own organization, the transcribed commentaries will be available on a five-weekly or three-weekly schedule for individual stations, starting Sept. 11, for use on either a sustaining or local sponsorship basis.

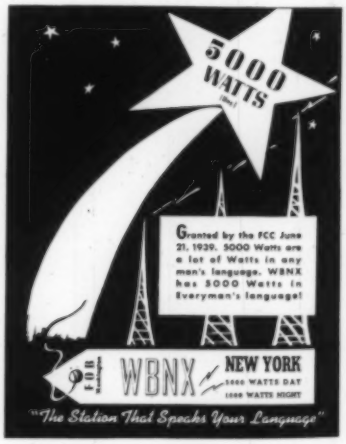
Subject matter of the new series is to be columnar rather than spot news, Mr. Carter declared, and will include commentaries on national and international news events handled in a manner similar to his previous broadcasts and in his syndicated newspaper column.

Operating on a four-day schedule, with transcriptions cut Monday for Friday release, the service also includes a standing supply of six supplementary recordings of a general undated news nature which may be substituted for individual commentaries on the regular schedule at the station operator's discretion. In addition, signed wire spot news bulletins also will be sent all users in instances where an eleventh-hour news development may affect the text, he said. The flashes would be read by the station announcer.

A flat rate is made to all stations using the series on a sustaining basis, while charges for commercial use vary according to population of the city. The commercial rates are based on population rather than coverage or station rates because exclusive service is granted each station in its individual daytime primary area, Mr. Carter explained. The transcriptions are cut by Columbia Recording Co., Philadelphia, and marketing and promotion is under the direction of Alan Scott, Mr. Carter's representative.

Colgate's Sixth on CBS

COLGATE - PALMOLIVE - PEET Co., Jersey City, on July 17 starts its sixth program on CBS with the launching of the quarter-hour five times weekly *Women of Courage*, starring Selena Royal, for Octagon Soap. The program, to be heard on 16 CBS stations throughout the South, was placed by Benton & Bowles, New York.


5000 WATTS
Granted by the FCC June 21, 1939. 5000 Watts are a lot of Watts in any man's language. WBNX has 5000 Watts in Everyman's language!
WBNX
NEW YORK
5000 WATTS DAY
1000 WATTS NIGHT
"The Station That Speaks Your Language"

SURE COVERAGE OF TEXAS—THE NATION'S MOST PROSPEROUS MARKET

NATIONALLY CLEARED FREQUENCY

The Branham Company National Advertising Representatives

Chicago New York Dallas St. Louis Detroit Kansas City
San Francisco Los Angeles Portland Seattle

KRLD, THE VOICE OF THE DALLAS TIMES HERALD

bel canto

THE bell-like quality of a beautiful voice is one of the many kinds of sounds that present a problem to telephone engineers in network broadcasting.

To preserve this beauty, the Bell Telephone System has developed special circuits to link the nation's radio stations. Trained supervisors stand guard over the most modern equipment in order that the public may get the fullest enjoyment from radio.

And in Bell Telephone Laboratories, constant research goes forward to further improve the service and facilities offered to the radio industry.

RADIO WORKSHOPS USE NBC PROGRAMS

NBC announces that 12 of its programs selected "for their excellence as illustrations of the technique for education by radio" are being used as texts this summer by radio workshops at 15 universities and colleges and the National Music Camp, Interlochen, Mich. The workshops are also studying the NBC student aids issued for use by schools that employ these broadcasts for classroom and assigned home listening.

NBC is providing a number of staff lecturers for several of the workshops. Dr. Franklin Dunham, NBC educational director, is conducting courses at Columbia U. and Harvard U. and will appear as guest lecturer at New York U.; Blevins Davis, director of the NBC Great Play series, is lecturing on drama at the National Music Camp and Ernest LaPrade, director of music research of the NBC music division, is a conductor at the camp. Workshops using the NBC programs for their courses include Syracuse, Catholic, Drake and Wayne (Detroit), Minnesota, Wyoming, Iowa, Wisconsin, Texas, Washington, Southern California universities and Sarah Lawrence College.

Programs used for demonstration include *NBC Music Appreciation Hour, Science on the March, Science Everywhere, Ideas that Came True, Your Health, Adventure in Reading, Story Behind the Headlines, Lives of Great Men, America's Town Meeting of the Air, Great Plays, Youth Meets Government, Art in the News.* A number of NBC programs in the special events field, such as the Munich conference coverage last fall and *This, Our America* are also used in the workshops.

NBC's schedule of programs short-waved to South America was increased from 8 to 11½ hours a day on June 29, when W3XAL began beaming its programs in that direction on the 21,630 kc. channel from 1 to 4:30 p. m. This new frequency, used with the directional beam antenna, feeds to South American listeners programs previously aired exclusively towards Europe, including an English hour, an Italian hour, a German hour and the first half of a French hour, each including the quarter-hour news period that opens each foreign language hour. Programs will continue to be sent to Europe by W3XAL on a frequency of 17,780 kc.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

1,548,109 people are within WDRC's good listening area. These people, who listen regularly to WDRC, have money to spend! Increase your sales by reaching this potent market over WDRC!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY

Radio AND Education

NEW NBC booklet, "How Schools Can Use Radio", contains an introduction by Dr. James Rowland Angell, NBC educational counselor; an explanation of the various types of educational programs and how they may be correlated with classroom work by Dr. Franklin Dunham, educational director of the network; lists of NBC educational programs and program study aids, together with a sample worksheet and classroom questionnaire.

DRAMATIZATIONS of outstanding contributions of college research to the world's progress will make up the new *Human Adventure* series of experimental educational broadcasts to be presented by CBS 8-9 Tuesday evenings beginning July 25. Series will be broadcast in cooperation with the University of Chicago, which will prepare the scripts. Program, designed to show the connection between the American university and man's future, was conceived by William Benton, vice-president of the university and formerly a partner in the advertising agency of Benton & Bowles.

WBT, Charlotte, is organizing an advisory committee of education leaders of North and South Carolina to aid in the development of present and new educational programs on the station.

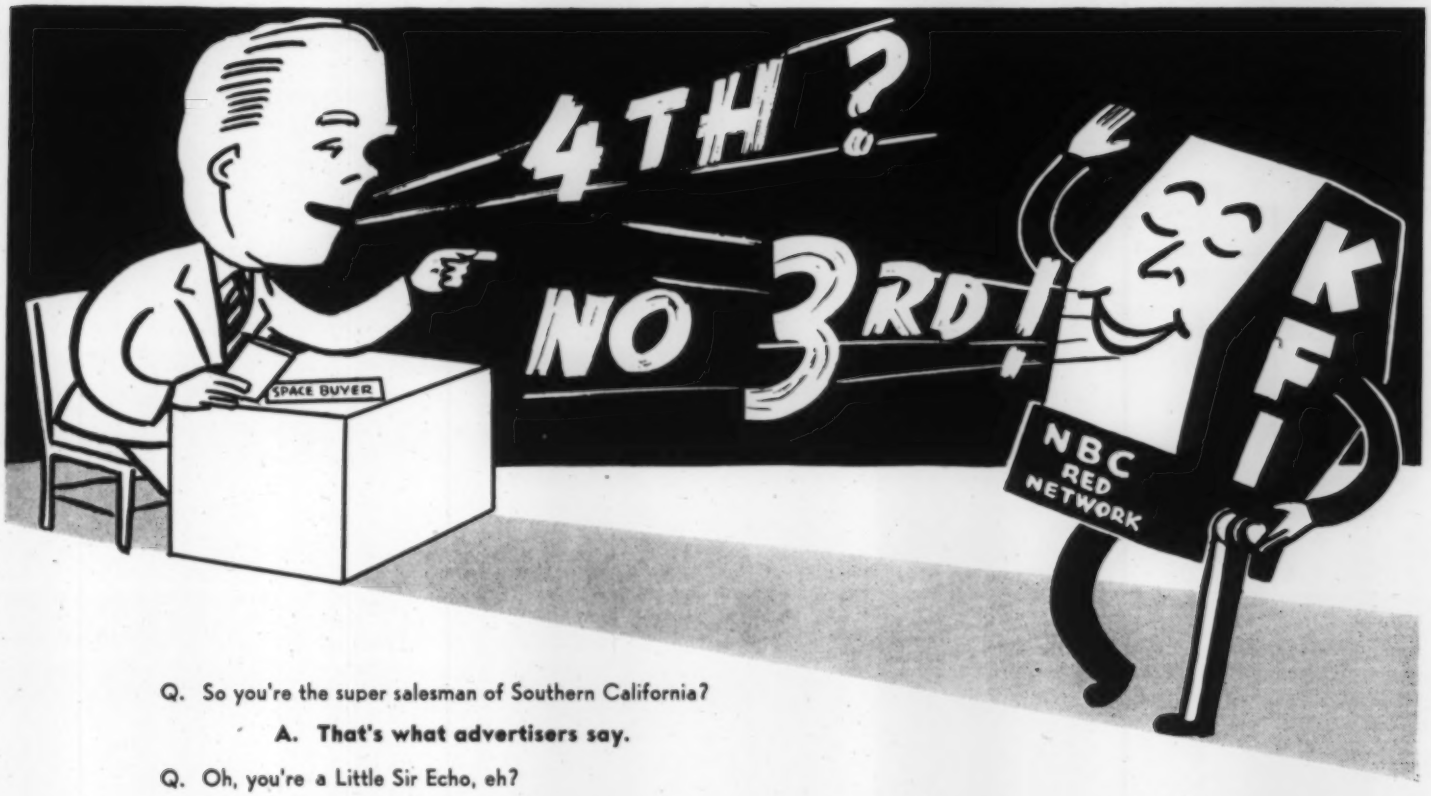
KOY, Phoenix, is carrying a quiz type of audience participation program as an educational feature. Program, titled *The Little Red School House*, is built around the use of words, and is conducted by Bill Woodson, staff announcer. Experts from all parts of Arizona participate in the weekly quarter-hour broadcast.

HARRIETT HESTER, educational director of WLS, Chicago, believes in practical demonstrations of broadcasting techniques in her summer classes at Northwestern U. Her classes attend rehearsals of various WLS educational features and on July 14 Guy Colby, caller of the *WLS National Barn Dance*, conducted a demonstration in folk dances for the radio classes.

DR. FRANKLIN DUNHAM, NBC educational director, will conduct radio courses at Teachers College, Columbia U. and Harvard this summer on the public service phases of radio broadcasting. His first course is being given at Columbia July 10-21, on "Utilization of Radio in Schools", a subject on which he recently wrote a manual issued to teachers by NBC. He will lecture on "Radio in the Public Welfare" at Harvard July 24-Aug. 6, giving a total of 20 lectures in that period. Both courses will use transcribed NBC programs as illustrative material.

RADIO COUNCIL of the Board of Education, Chicago, announces that its third annual School Broadcast Conference will be held at the local Congress Hotel, Dec. 6-8, 1939, and not at the Hotel Morrison as previously announced.

CBC inaugurated more frequent daily news services July 3, when in addition to the daily evening national network newscast supplied by the Canadian Press, the CBC started noon-hour newscasts from Montreal to the French network in French, from Toronto to the mideastern network in English, a morning newscast from Vancouver to the British Columbia and prairie network in English, and a noon newscast to the British Columbia network from Vancouver. Canadian Press supplies the edited news reports, under supervision of D'Arcy Marsh. Later on this year the service will be stepped up to give four daily newscasts provided by the Canadian Press at a total annual cost to the CBC of $20,000. The newscasts are available to all Canadian stations, either by network broadcast or by individual broadcast at nominal line rates.



Q. So you're the super salesman of Southern California?

A. That's what advertisers say.

Q. Oh, you're a Little Sir Echo, eh?

A. No, just a little surplus.

Q. In the 4th Major Market?

A. In the *3rd*. That's one surplus. Not Los Angeles County alone, but the whole "State of KFI"—the additional coverage that converts the 4th Major Market into the 3rd, and at no extra cost.

Q. Don't tell me you have a twin surplus!

A. Yes, we do. In addition to giving you the 3rd Major Market instead of the 4th, we also give you the dominant station in power, popularity and programs—the station people listen to, whose advertisers people patronize.

Q. That's what they all say. How can you prove it?

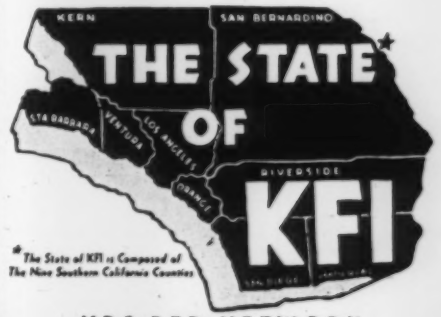
A. By a long list of both local and national repeat advertisers who have proved through results that the best buy is KFI.

Q. Now THERE is a point! You may sell an advertiser once, but he won't stay sold unless you deliver results. The best yardstick for station selection is the record of commercially sponsored periods contracted for by advertisers. *Do you have a dotted line handy?*

A. Yes! - - - - - - - -

Earle C. Anthony, Inc.
KFI • LOS ANGELES • KECA

The Best Buy is



NBC RED NETWORK
50,000 WATTS 640 KC

EDWARD PETRY & CO. • *National Sales Representative*

AGRAP-CBS Pact

THREE-YEAR agreement between American Guild of Radio Announcers & Producers, independent union, and CBS went into effect July 2, superseding the previous contract covering announcers and production men employed at WABC. Chief changes are the upping of the vacation from two to three weeks annually and an increased scale for production men. The 40-hour, five-day week continues, with a new method of computation. Announcers at the station are members of American Federation of Radio Artists as well as of AGRAP, benefiting by the AFRA contract covering commercial broadcasts as well as by the AGRAP contract covering general working conditions.

WTAG
WORCESTER, MASS.

764,000 central New Englanders are lined up behind their No. 1 station.

NBC BASIC RED NETWORK
YANKEE NETWORK
EDWARD PETRY & CO., Inc.
National Representative

Dunlap Sees Future in Shortwaves

(Continued from Page 21)

um; it's a parlor show and the actors who come into the family circle to perform successfully are those who have a friendly approach. Television is no glamour medium. The keynote is the same as in broadcasting—be natural.

People have heard much about television in the past ten years. Few of them have seen it. In New York, daily, more are viewing the images and I have yet to talk with an initiate who does not express amazement at what television can do. They never suspected telepictures could be so clear. They would like to have a tele-set in their homes but it's the price and the fear that tele-sets will change radically within a year or two that keeps them away. When the signs appear that those two factors—high prices and quick obsolescence— are to be removed, that will be the cue to broadcasters that their audience is beginning the mass march into the ultra-shortwave field. That may be five years from now. Nevertheless, this is the time to stake the ultra-shortwave claims and prepare for the exodus from 550-1600 kc. into the promised land. There is little static or fading there. Tonal quality is excellent, because of the wide wave path available. If you want to see yourself in the mirror of the future listen to Armstrong's staticless, ultra-shortwave system. Until then you haven't heard radio perfection.

With television will come greater use for facsimile as a supplemental service. Television is a fleeting picture. Facsimile leaves a permanent record. To date it is more or less of a ticker service. It is not amusement. Therefore it has not caught with the public. Furthermore, it is rather slow and expensive. It lacks the spontaneity of broadcasting. But as new apparatus and tubes are evolved to perfect the use of ultra-shortwaves, facsimile will come into its own. It needs a satisfactory paper that will print by an electric touch, not by ink. Many uses for this facsimile machine of the future can be seen, one of which is likely to be an attachment to the television set to print the program, synopsis of the shows, biographical facts about speakers and summaries of events seen and to be seen on the air.

It is not too much to expect that television sets will be equipped with a bell or whistle actuated by a master signal from the transmitter. It will call the family to the television room for a special event or to warn when the curtain is going up. Radio becomes more automatic. But even then it gives you more to think about. Yours is an unending business, unlimited, and there is not the slightest chance in the world of the progressive broadcaster being supplanted. But the day is not so far away when he cannot be classed as a leader if he operates only a sound theatre when just around the corner on another wavelength his competitors are offering illustrated sound. Today it may seem that television is creeping at the pace of a glacier. But by 1950 broadcasters will be deep into ultra-shortwaves and television. The ice age will not last forever.

Now, there is one more factor to be watched. War threats hang over Europe. Storm signals flutter around the world. The bugle call would stop television's march toward the home, but after a conflict television would emerge greatly advanced. Broadcasting was a so-called byproduct of the World War. Whether history is to repeat in television is something to be considered.

REUNION in Nashville of two of radio's oldtimers was celebrated July 10 as Ford Rush, veteran star (right) started a new series on WSM with George Hay, noted as the *Solemn Old Judge* of pioneer radio days. With Ford, who in 1924 was on Chicago's WLS with Hay and the old *Ford & Glenn* team, appears his son Ford Jr., 20.

Regional Status Granted To KSAL, Salina, Kan.

KSAL, Salina, Kan., has been elevated from local to regional status under an FCC decision authorizing it to shift to 1120 kc. with power of 500 watts night and 1,000 day but requiring it to employ a directional antenna to protect other stations on that frequency. Owned by R. J. Laubengayer, publisher of the *Salina Journal*, the station first went on the air in June, 1937, as a local outlet on 1500 kc.

In another decision June 27, the FCC authorized KSAM, Huntsville, Tex., a recently constructed local station, to increase its daytime power to 250 watts on 1500 kc. In proposed findings of fact, which are subject to ratification, the Commission granted WOLS, Florence, S. C., also a new station, an increase from daytime to fulltime operation, at the same time denying an application of Pee Dee Best. Co. for a new local station on 1200 kc. in Florence. Also proposed for denial was an application of WMFF, Plattsburg, N. Y., for authority to shift from 1310 to 1240 kc. and increase its power from 100-250 watts to 1,000 watts.

WIOD Labor Ruling

NATIONAL Labor Relations Board on June 27 announced an order based upon a stipulation requiring WIOD, Miami, to bargain, upon request, with AFRA and providing for reinstatement of Earle Barr Hanson, a previously discharged employe, with a payment of $500. Charges of unfair labor practices were filed by the AFL radio artists union, and a hearing on the charges was held in Miami May 11-13.

The Winner!

5,069

—Radio listeners out of 5,491 in West Virginia, Western Pennsylvania and Eastern Ohio named their

First Station

WWVA

It is such outstanding preference that gets results for WWVA Advertisers!

WWVA

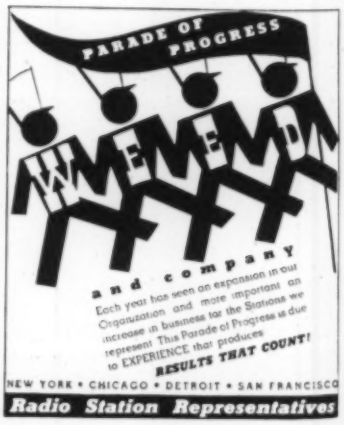
5,000 WATTS AT WHEELING, WEST VA.

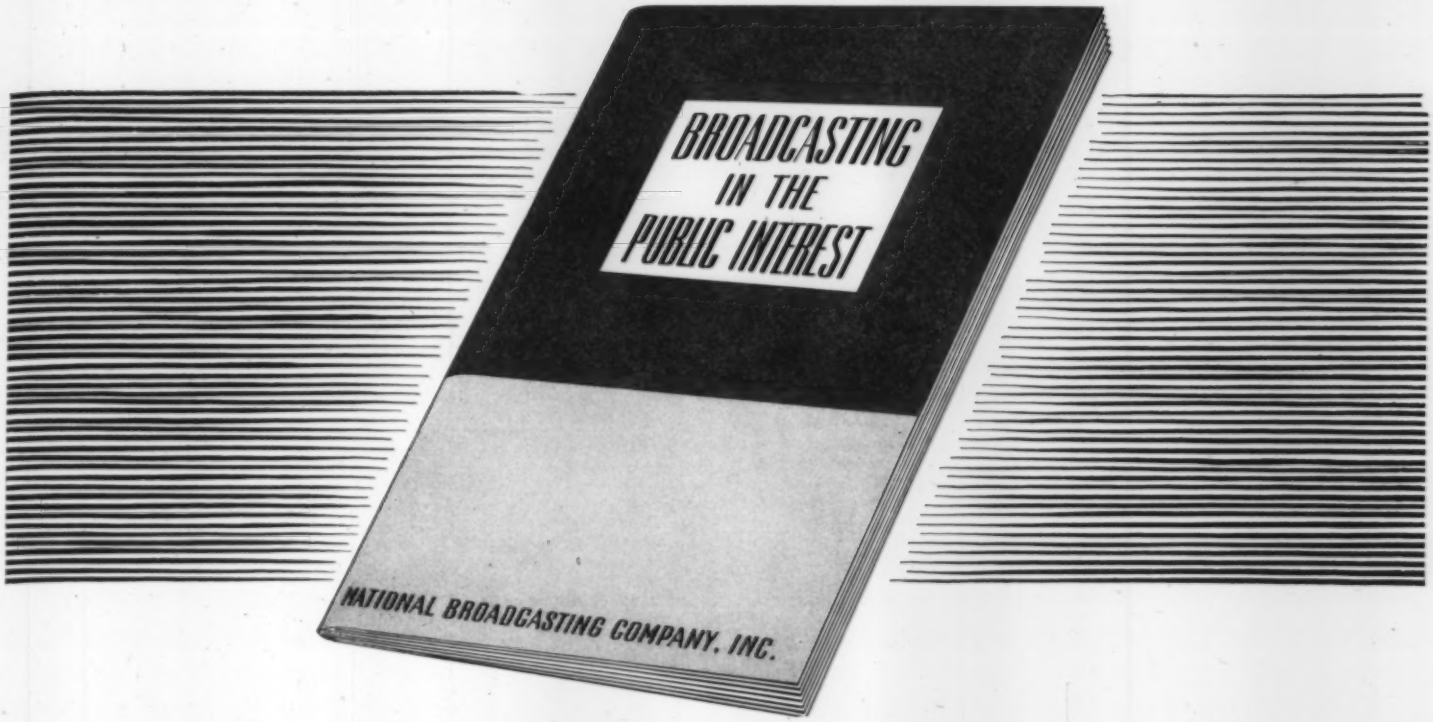
COLUMBIA Station at Eleven-Sixty
on 2,085,666 Radio Dials

JOHN BLAIR CO — National Representatives

Week of Remotes

DURING one seven-day period in June KVOO, Tulsa, made 92 remote broadcasts, including six pickups from the Tulsa Coliseum and local hotels in connection with the national convention of the Junior Chamber of Commerce; two from Miami, Okla., 110 miles from Tulsa, at the state VFW encampment; the Tulsa U Stadium, where local merchants were conducting a sales day event; Southern Hills Country Club, where Dorothy McCune served as commentator for the Junior League's annual style and fashion show, and dozens of special events jobs that kept popping up all over the KVOO territory.


PARADE OF PROGRESS
and company
Each year has seen an expansion in our Organization and more important an increase in business for the Stations we represent. This Parade of Progress is due to EXPERIENCE that produces RESULTS THAT COUNT!
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO
Radio Station Representatives



NBC goes on Record

In its new book "Broadcasting in the Public Interest" will be found important statements of policy for all those interested in radio

WHEN you read "Broadcasting in the Public Interest" we believe you will agree that it is an outstanding example of self-regulation on the part of a business. In the 80 pages of this volume you will find NBC policies and standards covering every phase of broadcasting. They have been planned to cover all contingencies that can arise in broadcasting, as near as that is practicable, from the viewpoint of the public interest.

Almost the moment that copies of "Broadcasting in the Public Interest" were sent out we began to receive commendatory letters from distinguished citizens. Members of the Cabinet, Senators, Representatives and other government officials express approval. So do leaders in education, industry, welfare work, medicine, religion and other professions.

In addition to its statement of policies, NBC includes in this book an account of the developments which led to their adoption. There is also a brief prediction of what lies ahead. No man can forecast the future with any certainty. NBC believes, however, that sponsors and station owners can look forward with confidence on the basis of the policies now on record.

Every person who is connected with broadcasting in any way should have "Broadcasting in the Public Interest" in his library. A request to NBC will bring you a copy without charge.

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System

A RADIO CORPORATION OF AMERICA SERVICE

Agencies

I. D. AUSPITZ, formerly of Auspitz & Lee, Chicago, has joined Erwin, Wasey & Co., Chicago, as account executive of the food division of Cudahy Packing Co., that city. Adolph F. Lee remains as president of the agency which retains its firm name of Auspitz & Lee.

McCANN-ERICKSON, New York, will move its headquarters from 285 Madison Ave. to new offices in Radio City on Sept. 4 instead of July 4, as originally planned.

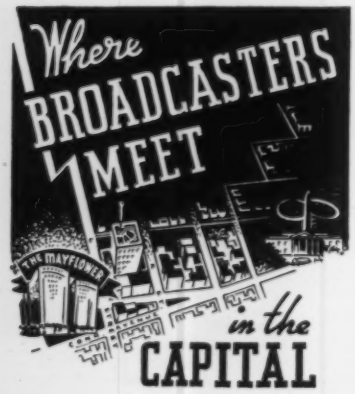
STELLA UNGER, radio writer and formerly with Erwin, Wasey & Co., New York, on July 2 departed for Hollywood to become West Coast representative for *Glamour* Magazine.

H. A. TELFER has been appointed radio executive for E. W. Reynolds & Co., Toronto, succeeding J. M. Bowman, who has joined the Toronto office of Walsh Adv. Co.

HAWKS-VOLCK Corp., Beverly Hills, Cal., talent agency, has been dissolved to form separate agencies. They are now known as William Hawks Inc., and A. George Volck, Inc. Both units remain at 9441 Wilshire Blvd. Hawks will supervise radio activities of his organization. Volck has retained William Shiffrin as radio director of his agency.

JOHN KETTLEWELL, formerly of the radio department of Hays MacFarland & Co., Chicago, and more recently of Arthur Kudner Inc., N. Y., has joined Russell M. Seeds Co., Chicago.

AMORY ECKLEY, who formerly conducted his own Hollywood talent agency, has joined Columbia Management of California, that city, and is in charge of radio relations.



JUST around the corner from the new N.A.B. Headquarters on K Street, In the center of busy Washington.

Air Conditioned

BEDROOMS - RESTAURANTS
LOBBIES
During the Summer Months

The MAYFLOWER

Connecticut Avenue at L Street
WASHINGTON, D. C.

R. L. POLLIO, Manager

Writers Study Pact

EXECUTIVES of the Radio Writers' Guild in New York are studying and revising the new constitution recently adopted by its West Coast affiliate before submitting it to the RWG council and the Authors' League for approval. A general membership meeting of the RWG will be held late in July to vote on the revised constitution, which allows for an expansion of the present council from 15 to 30 members, with 10 each to be elected by the New York, Chicago and Coast regions, who will handle only local matters presided over by a vice-president. An executive committee composed of the three vice-presidents and RWG president will preside over the three regional offices.

ANDRE MERTENS, European general representative of Columbia Concerts Corp., subsidiary of CBS, with headquarters in Paris, is in Hollywood for conferences with motion picture executives. He will remain in Hollywood until September and is maintaining offices at Columbia Management Inc., that city.

TOM REVERE, New York radio director of Benton & Bowles Inc., is in Hollywood to supervise the agency's West Coast activities during absence of Donald Cope, producer, who is on vacation. Revere will remain in Hollywood through July.

HAROLD J. RUDOLPH and Joseph L. Gale recently joined the research department of J. Stirling Getchell Inc., Mr. Rudolph, formerly with Colgate-Palmolive-Peet and Ross Federal Research, as director of copy research for the agency, and Mr. Gale, previously associated with Facts Inc., as production manager of the research department.

JOSEPH C. KEELEY, who has been with J. M. Mathes, New York, for the past year, has been appointed head of the agency's publicity department, succeeding Charles Heaslip, who is planning to organize his own publicity agency in August. Mr. Keeley was formerly in the publicity department of N. W. Ayer & Son, New York.

N. W. AYER & SON, over the July 4 weekend moved its New York offices to new headquarters at 30 Rockefeller Plaza. New telephone number is Circle 6-0200.

DICKSON & FORD, Toronto advertising agency, has moved to 37 Bloor St. West.

INGALLS-MINITER Co., Boston, is the new firm name of Ingalls—Advertising, 137 Newbury St.

EDWARD MEAD, New York writer of Benton & Bowles has been transferred to the Hollywood office.

TWO first prizes in the Pacific Advertising Clubs Assn. exhibit contest, held on Treasure Island, San Francisco, in connection with the recent PACA convention, went to NBC and KPO-KGO, San Francisco, for their promotion work during the last year. Don E. Gilman, NBC vice-president in charge of the Western Division, received a gold cup for the exhibit showing the best use of direct mail, including letters, in the last 12 months, while KPO-KGO won first award for the best job of local radio promotion. Here, with the ivory electric clock they won, are (l to r) Milton Samuel, press manager; Bob McAndrews, sales promotion manager, and Lloyd E. Yoder, general manager of KPO-KGO. Emerson Smith, NBC announcer, and Bob Garred, newscaster of KSFO, San Francisco, also won gold medallions for their convention papers.

WILLIAM B. RICKETTS, of Chicago, active for many years in the field of advertising and market research, will join the Plans-Merchandising Department of N. W. Ayer & Son, Philadelphia, in a research capacity July 24. Mr. Ricketts, a graduate of Washington and Jefferson College and the Harvard Graduate School of Business Administration, is at present manager of the market surveys division of Booz, Fry, Allen & Hamilton, Chicago. He is the author of numerous published studies on the measurement of radio and publication advertising effectiveness.

EDWARD BURNETT, former copywriter of Cecil Warwick & Legler, New York, and Henry E. Brenner, formerly with the research department of Benton & Bowles, New York, have formed a market research agency known as Burnett & Brenner at 280 Madison Ave., New York; telephone is Murray Hill 5-5733.

HENRY URROWS, head of Public Relations Counsel, Quincy, Mass., agency, announced July 4 that Jason N. Silton, had joined that organization as manager in charge of production and personnel.

WBAL
means business in Baltimore

AGENCY Appointments

ZANDE COSMETIC Co., New York, to Foreign Adv. & Service Bureau, New York. Spot radio will be used in about 20 foreign markets, but plans are still indefinite.

SELZNICK INTERNATIONAL Pictures Corp., New York, to Donahue & Coe, New York, for all pictures produced under contract with United Artists Corp. Radio probably will be included in plans.

SEWALL PAINT & VARNISH Co., Kansas City, to Guenther Associates, St. Joseph, Mo.

CHAPPEL BROS., Rockford, Ill. (Ken-L-Ration), to Ruthrauff & Ryan, Chicago.

INTERNATIONAL SHOE Co., St. Louis, to Westheimer & Co., St. Louis, for Peters branch.

FARNSWORTH Television & Radio Corp., Ft. Wayne, Ind. (radios, radio-phonographs, television receivers and transmitters), to N. W. Ayer & Son, Chicago.

TITLE INSURANCE & TRUST Co., Los Angeles (insurance), to Buchanan & Co., that city.

JOHNSON, CARVELL & MURPHY, Los Angeles (Kellogg's Ant paste), to Heintz, Pickering & Co., that city.

CUDAHY PACKING Co., Chicago (food division) to Erwin, Wasey & Co., Chicago. No radio plans for present.

ELMO SALES Corp., Philadelphia (cosmetics), to Ruthrauff & Ryan, New York.

LEIGH COSMETICS, New York, to Briggs & Varley, New York. Radio may be included in future plans.

PA-PI-A Corp., New York (Vanti soft drink), to Erwin, Wasey & Co., New York. Plans for advertising are still undecided.

COMMERCIAL BANKING Corp., Philadelphia (automobile finance), to Ivey & Ellington, Philadelphia. Plans include radio, although details are indefinite.

BAUER & BLACK, Chicago, entire account to Ruthrauff & Ryan, Chicago. Radio will probably be used this fall.

CUDAHY PACKING Co., Chicago, to Erwin, Wasey & Co. for meat products.

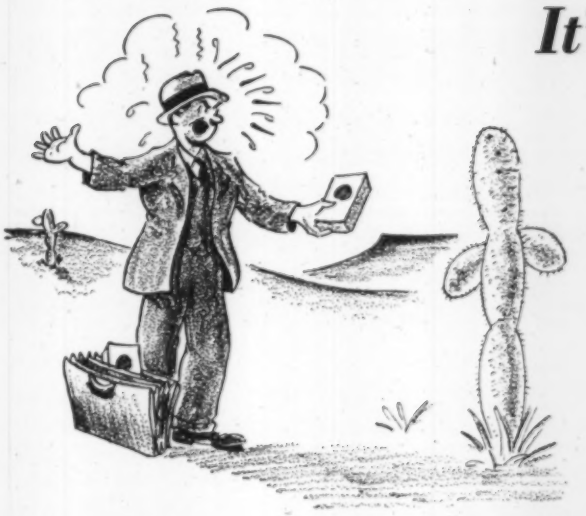
HELBROS WATCH Co., New York, to Frank Best & Co., New York. Will use spot radio in the late fall, but plans are still indefinite.

Writers Join Guild

MEMBERS of the newly-organized western division of Radio Writers Guild, an affiliate of Authors League of America, have received official permission to withdraw from Los Angeles chapter of AFRA to join the former organization. Notice of this approval was given in a letter received by Forrest Barnes, president of the western division of RWG, from Mrs. Emily Holt, national executive secretary of AFRA, who outlined procedure for the withdrawal of Hollywood and other west coast radio writers from the organization. Writers who also participate in radio programs as producers and actors will probably retain membership in AFRA. Details of such an arrangement are now being worked out, Barnes said.

William R. Needham

WILLIAM R. NEEDHAM, president of Needham & Grohmann, New York, advertising agency specializing in hotel and travel service, on June 28 died at his home in Larchmont, New York, after a two months' illness of heart disease. Before founding the agency in 1931 with H. Victor Grohmann, Mr. Needham was promotion manager of Ahrens Publishing Co., and editor of *Institutional Management*. He is survived by his wife and two sons.



It's as Hard to Sell to Cactus as it is to Pick It!

Announcing . . . A NEW

STATION FOR CONCENTRATED SELLING IN THE TEXAS PANHANDLE!

K F D A

AMARILLO, TEXAS

At last! A new station that concentrates its coverage where sales are made. A station that contacts more Northwest Texans at a lower cost per capita than any other outlet. New $15,000 studios—experienced personnel—RCA De Luxe Equipment throughout. Reaching 75% of the radio homes in the Texas Panhandle and serving 244,212 people! The Southwest's newest and finest *local* outlet!

TSN

Affiliated with

THE TEXAS STATE NETWORK—MUTUAL BROADCASTING SYSTEM

K F D A

Write or Wire KFDA
Nunn Building — Fifth & Polk
Amarillo, Texas

★

For information see the
Texas State Network Offices, Ft. Worth
630 5th Avenue — New York
Wrigley Building — Chicago

Two Seek 710 Kc. With Powers of 10,000 Watts

WTNC, Minneapolis, has made known its intention of applying to the FCC for authority to operate with 10,000 watts on 710 kc., the frequency on which WOR, Newark, is the dominant station. WTCN now operates with 1,000 watts night and 5,000 day on 1250 kc., and proposes to use a directional antenna. On July 12, the same day the FCC authorized KIRO, Seattle, to continue its special experimental operation with 1,000 watts on 710 kc. for six more months from Aug. 1, KIRO applied to the Commission for permanent shift to the 710 channel and asked for an increase in power to 5,000 watts night and 10,000 day.

NEW LIFE FOR QUIZ PROGRAMS

Amazing Value!

WEEKLY script service for man-in-the-street interviews or studio quiz programs. ¶ Six complete 15 minute shows every week. ¶ Over 350 timely, fresh, entertaining questions and answers every week. In every sense, ready-to-air. No editing—no typing—no preparation. Programs are complete. Just hand them to the announcer. ¶ Prices, based on daytime wattage, are from $1.25 to $2.50 per week. The greatest service ever offered. Sells time for you—gives your programs new LIFE. ¶ Write for free samples. No obligation.

READY-TO-AIR SERVICE
P.O. Box 1057
New London, Conn.

Television News Notes

ACTIVE ENTRY of Paramount Pictures into television, through its newly-formed subsidiary, Television Productions Inc., is contemplated under plans to erect a television transmitter at its Hollywood film studio site. This was revealed late in June with announcement of plans to file an application for license with the FCC. The film company is seeking a 1,000-watt outlet to operate on the 66,000-72,000 kc. band. This is the third application Paramount has made through its alliance with DuMont Laboratories. The Paramount-DuMont interests already have a transmitter at Passaic, N. J., which they propose to move to New York, and an application is on file for a telecast station in Washington, D. C.

The Paramount-DuMont license application, if granted, will give the Hollywood area a fourth proposed television transmitter, and the film capital will be prepared for the swing to sight-sound broadcasting. Don Lee which operates the only television station on the West Coast, recently applied to switch its W6XAO from downtown Los Angeles to Hollywood. Earle C. Anthony Inc., operating KFI-KECA, Los Angeles, filed for a license approximately three months ago and proposed to locate its television transmitter on the 14th floor of Bekins Van & Storage Bldg. in Hollywood. The May Co., Los Angeles department store, also has an application on file to construct a 1000-watt experimental television station atop its new $2,000,000 building now under construction. LeRoy's Jewelers, Los Angeles, in early June also applied for a television construction permit for a 1000-watt station, to be located in downtown Los Angeles.

* * *

NEW TYPE vibrator inverter for changing direct into alternating current, eliminating the need for motor-generator sets for television receivers operated in districts served only with direct current, was announced recently by General Electric Co. Motor-generator sets have been a necessary accessory heretofore in districts without alternating current, and previous types of inverters have been incapable of supplying sufficient power to television set operation in making the change in current. The new inverter also can be used for fluorescent and neon lighting on railway and automotive vehicles as well as in police car shortwave radio sets.

* * *

DONALD DAVIS, son of Owen Davis, playwright, and himself an experienced writer for stage and screen, has joined NBC's television staff to devote himself to preparing scripts for this new type of entertainment. Tony Bundsmann, actor and director with many years experience in the theatre and movies, has been appointed a television producer by NBC.

* * *

TELECASTS of feature films on Wednesday and Saturday evening have replaced the three hours of afternoon outdoor telecasts from W2XBS, NBC's New York video transmitter, during July. Changed schedule results from the absence of the telemobile unit, which after demonstrating television to broadcasters at the NAB Convention in Atlantic City was taken to Camden for the installation of a second viewing camera. In August the schedule will again be revised when Studio 3-H, source of most of NBC's studio shows, will be overhauled in preparation for the winter season.

While the American motion picture industry has not rushed forward to offer its new feature pictures for televised previews, NBC reports that it has on hand enough feature film material to last through the summer, chiefly foreign and special releases such as the French film, "Heart of Paris," and the documentary picture of Mexican life, "Adventures of Chico," which made up the first week's film fare.

ANNOUNCEMENT that two London motion picture theatres have been equipped for television reception by Scophony Ltd. and that orders for equipping a number of other London movie houses have been received was made June 5 at the stockholders' meeting of the television company, which voted to increase the capital of the concern from 300,000 pounds to 500,000 pounds to expand plant and personnel to fill the orders for cinema equipment and to begin manufacturing home receivers. It was also announced that S. Sagall, managing director, will shortly come to America to follow up contacts established last winter [BROADCASTING, Nov. 15].

* * *

GEORGE ROSS, conductor of the "So This Is Broadway" column in the *New York World-Telegram*, on July 5 became the first name newspaper writer to enter the television field, when he started a weekly series of quarter-hour interviews with guest stars from the world of cafe society. Eleanor Holm, swimming star, was guest on the first program of the series, telecast by NBC's New York transmitter, W2XBS, each Wednesday at 12:45 p. m.

* * *

DEWEY BULLOCK, president of Roger Verseput & Co., Grand Rapids, Mich., and a member of the board of directors of the American Television Corp., New York, has been elected vice-president of ATC, which has recently named to its board Adolph W. Tahaney of Holland, Mich.; Raymond Starr, former Attorney General of Michigan, and Maxwell Landsman, theatrical producer.

* * *

PIERRE BOUCHERON, general merchandising manager of Remington Arms Co., Bridgeport, Conn., has been appointed general sales manager of Farnsworth Television & Radio Corp., Fort Wayne, to direct sales and merchandising of the Farnsworth and Capehart division and to supervise all advertising and promotional activities of the organization. Mr. Boucheron was formerly editor of *Radio News*, director of advertising and publicity of RCA, and vice-president and general manager of Wireless Press, an RCA subsidiary.

* * *

A METHOD of combining pickups from two television cameras for simultaneous reproduction on a single receiver is the subject of a patent (U.S. Patent No. 2,164,297) awarded to Alda V. Bedford and assigned to RCA. Device allows the televiser to create a blank space in one picture, in which a second image may be inserted. This space may be expanded or contracted at will, but there is a sharp line of demarcation between the two pictures and one cannot be faded into the other although one may be expanded to cover the entire screen and obliterate the other image. Device may be used to show a story teller and his story, to present simultaneous action occurring in different places, or for similar photographic tricks.

SUMMING up the development of television in layman's terms, RCA has published a new educational booklet, *The Birth of an Industry*, tracing the art's technical genesis and outlining the process of visual broadcasting.

SELL YOUR PRODUCT IN THIS COMPANY..

these National Advertisers Successfully Use

WOL

STANDARD OIL CO. 5-¼ HOURS PER WEEK

METROPOLITAN LIFE INSURANCE CO. 5-¼ HRS. PER WEEK

GENERAL BAKING CO. 3-½ HOURS PER WEEK

GENERAL MILLS.... REDSKIN FOOTBALL GAMES, HOME & AWAY

RAMSDELL INC..... 5-¼ HOURS PER WEEK

EMERSON RADIO.... 3-¼ HOURS PER WEEK

WHEELING STEEL CO. ½ HOUR PER WEEK

BLUE COAL..... ½ HOUR PER WEEK

JOE LOWE CORP.... 3-¼ HOURS PER WEEK

MENNEN'S INC..... ½ HOUR PER WEEK

WOL

1000 WATTS - WASHINGTON, D. C.

Affiliated With Mutual Broadcasting System

Represented by WM. G. RAMBEAU CO.

THE FIRST of a series of merchandising-television shows known as "Telesales", or "Televisuals", will be presented early in August by Bloomingdale's, New York department store, in collaboration with Audio Productions and American Television Co. This presentation will differ from the televised millinery shows given at the store in May, inasmuch as it makes use of a specially prepared motion picture, which is run through and scanned by the television camera and then conducted by cable to receivers throughout the store.

* * *

MAY SINGHI BREEN and Peter de Rose, NBC's *Sweethearts of the Air*, celebrated their 16 anniversary in radio by making their television debut at an anniversary party televised by NBC on July 11. Graham McNamee, their first announcer on WEAF, and Milton Cross, who announced their first WJZ program, shared honors at the party, which was also attended by Paul Whiteman, for whom it was similarly a premier appearance before the Iconoscope camera.

* * *

ASCAP will begin negotiations for contracts covering the use of copyright music on television programs within the near future, according to John G. Paine, general manager of ASCAP, who said that the Society had delayed opening conversations until after the NAB Convention. Original plan of dealing with NBC only has been expanded to include CBS and Don Lee executives in the discussions and possibly others who are or are planning to go on the air with visual programs.

* * *

TO AID amateur television enthusiasts and experimenters, RCA has put a number of television parts on the market, together with diagrams of typical deflection and power supply circuits.

HARRY F. OLSON, acoustic research director of RCA Mfg. Co., and Frank Massa, of the RCA sound engineering department, are authors of a book, *Applied Acoustics*, whose revised second edition has just been announced [P. Blakiston's Son & Co., Philadelphia, $5.50]. It is a textbook and reference manual brought up to date to include the important advances in the acoustical arts made during the last five years.

BROADCAST service on shortwaves for Alaskan listeners has been added by W6XBE, General Electric station at the San Francisco fair. The program is heard 9 to midnight, and also reaches listeners in Hawaii, the Philippines and other Pacific islands. NBC Red and Blue programs are included, as well as news broadcasts.

KSTP
Northwest's Leading Radio Station
50,000 WATTS SOON
Basic Red Network
LOWEST COST PER LISTENER IN TWIN CITIES AREA
MINNEAPOLIS SAINT PAUL

The Other Fellow's VIEWPOINT

Production Record

EDITOR, BROADCASTING:

In your issue dated May 1, which has just come to hand—New Zealand being a long way and time from the United States—you feature, on Page 53, a claim for a new transcription production record by the Mitchell-Faust Adv. Co., Chicago, whose actors completed 52 one-minute announcements in six hours of recording.

We do not know whether this is claimed as a record for all studios, or only for the particular advertising and recording companies concerned. In either case, the following will probably interest your readers.

Radio Features Ltd. is an agency handling only broadcasting accounts. Our production department was recently called on to write and record 126 one-minute announcements for the New Zealand Government's Transport Department, to be used as part of their nationwide Road Safety Campaign. The transcriptions were needed in a hurry.

Copywriter John Morris was assigned the job of preparing the script. Starting from scratch, he collected his material, collated it with the rest of the campaign, and turned in the finished series of 126 dramas at the end of three days of eight hours each. His actual writing time was 20 hours. On the morning of the third day of writing, recording began, and was completed on the following day, so that during one day writing and recording were going on simultaneously. With eight artists, an alternative announcer, and Kenneth Fowles as Producer and Chief Announcer, the 126 dramas were recorded in eight hours . . .

We realized, of course, that we were moving fast, but until the writer read your article he had no idea that we might possibly have been establishing world time. Still, 126 announcements in eight hours is very much faster than 52 in six hours, which is the rate claimed as a record in the paragraph referred to, and it is pleasant to feel that here in New Zealand we can get off the mark snappily when the occasion arises.

The writer would be interested to know whether this performance does indeed constitute a record for transcription production, and also whether Mr. Morris' writing of 126 one-minute announcements in 20 hours has been bettered. Perhaps we could find out through your excellent journal, which is always eagerly awaited by executives of this company.

KENNETH FOWLES
Production Manager
Radio Features Ltd.
Wellington,
New Zealand.

June 9, 1939.

A NEW local outlet on 1200 kc. is sought in Sault Ste. Marie, Mich., just across from the Ontario community of the same name, in an application filed with the FCC by a local group, including Vernon W. Atkins, insurance agent, 65% stockholder, and George A. Osborn, publisher of the *Sault Ste. Marie News*, 33%.

The Rains Came

WHILE rain delayed the scheduled Cincinnati Reds-Pittsburgh Pirates night baseball game June 28, some 13,000 customers at Crosley Field sat undisturbed and listened to the NBC-Blue broadcast of the Louis-Galento fight — on WCKY, owned and operated by L. B. Wilson, the only Cincinnati station to carry the broadcast. Joe Aston, sports commentator of the *Cincinnati Post*, wrote next day: "One of the best things you can say for the fight is that it gave the baseball fans something to do while waiting for the rain to stop at Crosley Field. There were enough portable radios scattered through the sheltered portions of the crowd to give almost everyone a chance to hear the blow-by-blow broadcast. The Pirates and the Reds both had radios blasting away in their dressing quarters."

Seeks Limit on Nets

(Continued from Page 28)

that the contractual situation between stations and the national networks should remain in status quo so that the Commission's power to make effective regulations forbidding or preventing such features as may be found to be objectionable will not be restricted.

NBC and CBS have regarded the MBS motion as a "self-serving" one, and view it also as tantamount to an invitation to the Government to regulate private business relationships which might lead to rate regulation. While they have made no formal pronouncements, their attitude nevertheless clearly has been that stations are not in any manner forced to accept affiliations and that all such arrangements obviously are voluntary and in no wise under duress.

Regarding the Crosley contract [BROADCASTING, July 1] the MBS petition stated that WLW has been a basic outlet of its network since its inauguration. Until WLW signed its contract with NBC it never had a written agreement with that network, the petition contended, and NBC had no exclusive rights or any option on WLW time. The new contract, it was held, gives NBC an option on time of both WLW and WSAI during desirable hours. Moreover, it was stated the compensation provided in the contract for commercials over WLW and WSAI is very much higher than paid any other NBC affiliate, and is "below cost."

Pointing to the Cincinnati situation as one which tends toward freezing it out, MBS said inability of a national network to provide service in that market "means that a large proportion of petitioner's network accounts will be lost to it and will go to a competitor." Unless relief is afforded, MBS said it will be "severely and irreparably injured, and, to a corresponding degree, the public will be deprived of the benefits which have proceeded from competition by petitioner with the other national networks."

EXAMINING the new CBS automatic cueing flash [BROADCASTING July 1], are (left-to-right) E. K. Cohan, CBS director of engineering, Paul White, director of public events and special features, and V. N. James, engineer. The device provides split-second warning when to go off the air and was developed by CBS engineers.

WHOM
Full-time foreign-language programs in New York—Italian, German, Polish and Yiddish.
JOSEPH LANG, Mgr.
A FAIR WORLD IN ITSELF
5,000,000 POTENTIAL AUDIENCE

EQUIPMENT . . ?
High Fidelity throughout — Just like the listeners over KITE
Write for detailed analysis of coverage based on actual listener response and purchases.
Radio Station
KITE
KANSAS CITY, MISSOURI
1000 WATTS · 1530 KILOCYCLES
D. E. "PLUG" KENDRICK · E. L. "JAKE" JAQUIER

A NEW ANGLE on discerning listener preference is reported by KOWH, Omaha. Jackie Lee, pretty receptionist, makes a habit of jotting down all requests for program times, special features, names of artists, etc., as she takes them on the telephone.

Manager Bing Smith happened to notice her calendar pad, checked into the number of calls a day, and decided that right there was a listener preference expressed in terms of calls for information on favored shows.

Now the *Omaha World-Herald*, owners of the station, carries a daily display advertisement headed "Jackie Lee's Daily-Double". Highlighted on a cut of a calendar pad are two selections a day, chosen from the programs receiving most listener attention.

* * *

Likes of Sponsors

PROMOTION department of KVOE, Santa Ana, Cal. makes selected clients more conscious of the station by submitting a synopsis of all programs in a particular classification of interest to the sponsor, so he will know when to listen to the type of broadcast that will please him most. For instance, if the station knows that a sponsor likes fine music, the promotion department checks the weekly log for all concert music broadcasts. This time information, together with a squib about each program, is then sent to the client. Same goes for dramatics, dance music, news broadcasts and other types of programs, depending upon what form of radio entertainment the individual is interested in for his personal enjoyment.

* * *

Taking Up the Slack

AN EXAMPLE of how radio business can be created in a slack season has just been demonstrated by Fred A. Palmer, manager of KOY, Phoenix, Ariz., who promoted a Used Car Week. He devoted station breaks to general institutional announcements for the affair, urging listeners to buy a good used car during the week. In addition, he sold regular spot announcements to the city's dealers for tie-in of their names and special used car offers.

* * *

Store's Promotion

TO BUILD UP listeners for its *Morning Watch* feature on KOCY, Oklahoma City, John A. Brown's local department store, is using daily newspaper advertising envelope stuffers for customer mailing, and 100 special banners for all company trucks—the first time an Oklahoma City department store has used three-color truck poster to boost a radio program, according to KOCY.

* * *

WWL Seeks Title

WWL, New Orleans, is offering a $25 award for the most appropriate name for its early morning farm program, 6-7 o'clock. The award is open to everyone in the United States and Canada, except WWL employes.

* * *

Druggists' Plug

THE *Ohio Valley Druggist Association Journal* recently ran a four-page advertisement promoting WSAI, Cincinnati, in return for the station's part in supplying talent for the Association's picnic.

Merchandising & Promotion

Lobby Notes—Business Getter—Receiver Show—Favorite Players—Pacific Sights

Sets on Display

ACCEPTING the invitation of WJSV, Washington, radio distributors of the District of Columbia are displaying their latest models in the station's reception room in downtown Washington. Each week, beginning July 10, a different distributor arranges an exhibit of his newest radios and accessories. Placards and advertising literature are at hand, and WJSV receptionists answer visitors' questions. Exhibitors take turns in order of the alphabetical sequence of the trade names of their sets, and the exhibit will last indefinitely until each distributor has had an opportunity to display his goods. The idea, advanced recently by Manager A. D. Willard Jr. at a joint NAB-RMA session, was subscribed to by every Washington distributor.

* * *

Cel-Ray Movie Deal

AMERICAN BEVERAGE Corp., New York (Cel-Ray tonic), on July 10 started an unusual radio-theatre cooperative deal with the Paramount Theatre, Brooklyn, New York, and WOR, Newark, for the weekly broadcast of *Monday Night at 8:30*, conducted by Benay Venuta. The program is now broadcast each week from the stage of the theatre and the entire loge of the theatre is reserved for 400 radio fans, who are given tickets to the broadcast and are admitted free to both the broadcast and the motion picture currently featured. Because Monday is a comparatively dull night for movie-goers, the theatre hopes attendance will be increased by the double attraction of the broadcast. L. C. Gumbinner, New York, places the account.

* * *

1,000 Free Radios

FOR a box top and the usual written statement as to why the product was considered best, Kleenex (International Cellucotton Products Co.) recently gave away 1,000 General Electric portable radio sets during its *Her Honor Nancy James* script series on CBS.

Popular Players

WLS, Chicago, is running a contest to pick the most popular player of the Chicago Cubs and White Sox teams on its evening *Sports Review* conducted by Freddy Lindstrom. Winner from each team will be presented a Longine wrist watch of $100 value during the *WLS National Barn Dance* July 29. Listeners vote for their favorite player of each team by card or letter. WLS and its associate *The Prairie Farmer*, are promoting an All-Indiana State picnic to be held July 30 at Noblesville, Ind. From Noblesville the Little Brown Church will be aired on WLS and during the afternoon WLS *Barn Dance* talent will entertain. More than 20,000 Hoosiers are expected to attend.

* * *

WLW Crews Seek Data

ORGANIZATION of investigating crews to carry out the plans of the WLW "Method of Market Research" inaugurated several months ago has been announced by Miss Beulah Strawway, WLW promotion director. Special WLW investigators will operate in a number of the key cities included in the recent 13-city Ross Federal-Alberta Burke Survey. Their work will be directed toward an intensive program of market research to be launched in September, 1939.

* * *

County Fairs Boosted

SUMMER-LONG series of 100-word spot announcements plugging Midwestern county fairs was launched recently by WLW, Cincinnati. The announcements are designed to promote no specific fair or fairs, but apply to county fairs in general, according to George C. Biggar, WLW rural program supervisor.

* * *

WLS Joins Display

WLS, Chicago, recently opened a large display of studio scenes and pictures of WLS entertainers on the promenade of the local Board of Trade Observatory, highest point in Chicago.

OFFICIAL Membership CARD
BEER-BARREL POLKA CLUB
BEER AGED IN WOOD
The undersigned is a fully accredited member and entitled to all club privileges, however frothy. He solemnly pledges himself (or herself) never to become a Stew-ball, whatever the temptation.
JOE FORD Head Mug
Member Sign Here
Fred Blanton
Chief Foam Blower

SOME 8,000 persons have sent for this card, admitting them to the Beer-Barrel Polka Club, in connection with a transcribed program on WSGN, Birmingham, in the five weeks it has been on the air. Joe Ford and Fred Blanton announced the show, six noon half-hours weekly.

National Tea Contest

NATIONAL TEA Co., Chicago (grocery chain), is testing a song title game called *Musico* on WROK, Rockford, Ill. The half-hour Friday night show is patterned after Bingo, is played with cards distributed at the sponsor's stores. Cards are divided into squares which contain the names of songs played on the program in groups of five, including old favorites as well as new dance tunes. As the listener-player recognizes the songs he marks the proper square and when he gets five in a row he phones WROK. First one to get a row and call the station wins $5 cash; winner of the second series gets $10 and the winner of the third $15. The cards are arranged as in Bingo and the number of winners is limited. Those listeners who aren't first in calling the station present their cards next day at a National Tea store and receive a basket of groceries. The series may be expanded following the test, according to Bob Jennings, radio director of H. W. Kastor & Sons, Chicago agency.

* * *

Northwestern Reel

HUGH M. FELTIS, commercial manager of KOMO-KJR, Seattle, personally showed the stations' three-reel film "Pacific Northwest" before the Department of Interior Travel Bureau, the Department of Commerce research staff and representatives of the U. S. Archives in Washington, D. C., July 7. On Washington Day at the San Francisco Exposition June 30, Mr. Feltis also showed the film in the Hall of Western States. After a tour of various cities following the NAB convention, Mr. Feltis was due to return to Seattle Aug. 10.

* * *

For Grouches Only

MORE THAN 25,000 persons from all parts of Southern California were expected to attend the first annual Grouch Club convention to be staged in Hollywood Bowl on July 16 by General Mills (Korn-Kix) as promotion for its weekly half-hour NBC *Grouch Club* program.

* * *

Plugged by Clips

CLIPPED frames of the movie trailer film used for local promotion by KGVO, Missoula, Mont., were used as business cards by A. J. Mosby, president, at the NAB convention in Atlantic City. Each frame of the 35 mm. film carries a promotional message along with the call letters.

BROCHURES

WJR, Detroit: Illustrated offset-print booklet covering station executives, personalities, activities and programs.

WLAW, Lawrence, Mass.: Folder describing its 15-hour exclusive on-the-scene coverage of the *Squalus* disaster.

WBT, Charlotte: "Fact from a Fevered Fortnight", a colorful folder featuring a letter from a contented client.

WBZ, Boston: Four-page folder describing "Radiopolis".

WIBW, Topeka: Promotion folder with screwdriver attached.

RCA: Illustrated booklet, "Rip Discovers Radio", telling in narrative form of Rip Van Winkle's experiences on a tour through all the RCA operations.

KTSA, San Antonio: Illustrated promotion brochure.

Reps

MURRAY GRABHORN, who has resigned from WFIL, Philadelphia, has joined New York sales staff of Transamerican Radio & Television Corp. John Hatfield, formerly with the Rodney Boone Organization, has joined Transamerican in Chicago.

JOHN MacKENZIE WARD, formerly sales representative in the Midwest for WMCA, New York, has been appointed western branch manager by Donald Flamm, WMCA president, operating from the Chicago offices of the station located at 360 N. Michigan Ave. Prior to his connection with WMCA, Ward was sales representative for Transamerican and the *Herald-Tribune*.

FREE & PETERS, national representative firm, announces that the address of its recently opened Los Angeles office is 650 S. Grand Ave.; phone, Vandike 0569. Hahn J. Tyler is in charge.

WORC, Worcester, Mass., has appointed Weed & Co. as national representatives, effective July 15. WTAG, formerly represented by Weed, recently named Edward Petry & Co.

ROBERT DAVIES of the New York office of George P. Hollingbery Co., station representative, on June 26 became the father of an 8-pound boy, Donald Bila.

EDWARD PARRO has resigned from the Chicago office of the Texas State Network and has announced no future plans.

WSPD, Toledo, has appointed The Katz Agency as its national representative, effective Aug. 1.

MIKE J. THOMAN, formerly of Weed & Co., Detroit and Chicago offices, has joined the Chicago staff of Radio Adv. Corp.

RADIO ADVERTISING Corp., national representative firm, announces the exclusive national representation of KITE, Kansas City.

HOWARD H. WILSON Co., national representative firm, announces its appointment as national representative of KYSM, Mankato, Minn.

FORJOE & Co., station representatives, has opened a Chicago office at 134 N. La Salle St.; phone, Andover 1685. William L. Klein and Egmont Sonderling are in charge of the Chicago office.

UNITED BROADCASTING Co., Chicago representative firm, has opened a New York office at 19 West 44th St., phone, Vanderbilt 6-3816. Joseph Bloom is in charge.

WFBL

SYRACUSE

Another Advertiser Reports . . . .

"We have sold 250 fur coats over a period of three weeks in our out-of-season sale, from our daily morning program on WFBL," says Mr. George Block, president of Jay-Cobbs, Syracuse's busiest women's store.

This advertiser is only one of many who have found that WFBL advertising brings immediate results. Write or wire for time available and rates.

WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives

Glenn's Opus

SONGWRITER Snyder they call him at WLS, Chicago, for Glenn Snyder, WLS manager, recently wrote the music for a bang-up patriotic march titled "We Thank You, Uncle Sam". Published by the OKay Music Co., Chicago, the march was featured recently on the *WLS National Barn Dance*.

CJRC, Winnipeg, and CJRM, Regina, have appointed Jack Slatter, Toronto, as exclusive representative in Toronto, effective Sept. 1, 1939, when their contract with the Toronto office of Joseph H. McGillvra terminates.

KTAR, KVOA Organize Five-Station Arizona Net

EXPANSION of the hookup of KTAR, Phoenix, and KVOA, Tucson, both controlled by the *Phoenix Republic & Gazette*, into a five-station state network, was announced July 7 by Richard O. Lewis, general manager of the Arizona Broadcasting Co. The network will include, besides the two regional stations controlled by the newspapers, three local outlets — KWJB, Globe; KCRJ, Jerome, and KUMA, Yuma. They will be linked whenever sponsors demand the combined networks, but more generally will be served by transcriptions of national or regional accounts handled at a group rate.

Mr. Lewis

Mr. Lewis made the deal for the hookup with Irvin W. Hubbard, KCRJ manager; Bartley Sims, owner-manager of KWJB, and E. N. and E. B. Sturdivant, KUMA. The new network will be represented nationally by Paul H. Raymer Co., and in Los Angeles by Walter Biddick Co. The ABC Network, as it will be known, is the State's second grouping. Recently formed was the Arizona Network, with KOY, Phoenix, as the key, and linking KGAR, Tucson, KSUN, Lowell, and KGCU, Safford.

Orchestra Popularity Poll

FINAL results in Martin Block's sixth semi-annual Orchestra Popularity Poll for WNEW, New York, which drew a total of 334,476 votes, showed Benny Goodman regaining the top place held by Artie Shaw last February. Shaw finished in second place with Tommy Dorsey coming in third, all three of these top-ranking orchestras also placing first in the same order in the swing band division. In the sweet music division, Sammy Kaye received first honors, followed by Richard Himber, Glen Gray, Kay Kyser and Guy Lombardo in that order.

PREFACING his return as conductor of the NBC Symphony Orchestra, Arturo Toscanini has been booked for two concerts on NBC-Blue Aug. 3 and 16 to be relayed from the Lucerne International Music Festival in Switzerland. Other highlights of the Festival to be carried by NBC include the Strasbourg Cathedral Choir Aug. 13 and the Sistine Chapel Choir Aug. 27.

RAILWAY SPONSOR
Promotes Travel With Series Recreating Fair

SPONSORED by Southern Pacific Co. to promote its train service from Los Angeles to San Francisco, KMPC, Beverly Hills, Cal., is originating the daily *Your Trip to Treasure Island*, which through use of studio sound effects and material compiled from on-the-spot research recreates all sorts of sight-seeing adventures at the Golden Gate Exposition in San Francisco. The idea was developed and sold to the railway several months ago when KMPC decided a program about the Exposition would gain the attention of Southern California listeners and would make a good travel advertising vehicle.

Before the program started, Jerome Schwartz, staff writer, visited the Exposition and did the research for the *Treasure Island* series. KMPC also has kept in close touch with the radio and publicity departments of the Exposition. Using every resource of the sound effects department, the more than 130 broadcasts made to date have recreated special events that include motor boat races, Navy plane maneuvers, searchlight drills, Coast Guard demonstrations, Chinese street festivals, Japanese cormorant fishing, rodeos, jitterbug contests, fireworks displays, regattas and trips to the ocean floor.

KGVO, Missoula, Mont., has formed a Listeners Radio Committee which meets once a month with station officials at dinner to discuss program policies. Members of educational and other local groups are represented.

Grove Auditions

GROVE LABORATORIES, St. Louis (Bromo-Quinine) on July 1 auditioned a new Hollywood network show which was piped East on NBC's private line for sponsorship consideration. Titled *Adventures of Sherlock Holmes*, the program features Basil Rathbone in the title role with Nigel Bruce as Dr. Watson. If accepted for sponsorship, the program will be heard Sunday evenings on NBC starting in fall. John Conte was announcer on the audition program.

Cuticura on 15

POTTER DRUG & CHEMICAL Co., Malden, Mass., early in July started its third series for Cuticura soap, using daily one-minute announcements transcribed by NBC and placed on a list of over 15 stations throughout the country. Atherton & Currier, New York, handles the account.

In Populous Pennsylvania

a **3** way test area

Mining :: Agricultural :: Industrial

WKOK

SUNBURY, PA.

1210 Kilocycles

NOW ON FULL TIME

Represented by
Wythe Walker, New York and Chicago

KOIN The Journal

STUDIOS AND OFFICES New Heathman Hotel PORTLAND OREGON

Today's Error, Tomorrow's Fact.

July 6, 1939

Mr. Martin Codel
Broadcasting
National Press Building
Washington, D. C.

Dear Mr. Codel:

In your July 1st issue we ran a full page ad boasting about the fine increases in May business volume in the Portland and KOIN market. We referred to "green pastures" in Oregon for spot buyers, and emphasized the substantial gain enjoyed by the station itself. When, however, your excellent magazine reached our desk our full page ad gave us considerable of a shock. Somewhere between the proof and the press the figures 12 had become 21, and our ad announced a gain for May of 21.1% instead of 12.1%.

Now, we're not in the least bashful - in fact, we don't even claim to be modest (with a station like KOIN, why should we be) .. but we do value our reputation for truthfulness. Maybe the weather was hot and the printer developed a yearning for the cool "green pastures" of Oregon that gave him a desire to show things out here even better than they are. But the truth is plenty good enough. We showed a May gain of 12.1% over last year, and we have just completed the biggest six months in the history of the station. That ought to be good enough, don't you think? ...

So now we're putting it up to you to correct your printer's error in your next issue. We don't care how you do it, just so long as your readers know the correct figure for May was 12.1% gain and we're proud of it.

Very truly yours,

KOIN, Inc.

C. W. Myers
President

CWM
ro

p.s. Maybe your printer was clairvoyant - our auditor has just advised me that our increase was 21% for June!

Skyline Vox Pop

NEW HIGH in vox pop programs is *Rooftop Vox Pop*, weekly quiz feature on WGAR, Cleveland, on which teams composed of patrons of the two downtown roof gardens, on the Allerton Hotel and Cleveland Athletic Club, engage in a battle of wits. Five contestants are selected in each spot, and Sid Andorn and Maurie Condon referee a roof apiece. Loudspeakers let each team and the audiences hear the entire verbal battle.

* * *

Housing Problems

NEW series of programs titled *Housing & Loans* featuring prominent citizens of the Bronx, New York, as guest speakers, is presented twice weekly on WBNX, New York, by the Bronx Board of Trade in cooperation with the Federal Housing Administration.

What Station—

has broadcast an hour and a half program — the WNOX Midday Merry-Go-Round—six days a week before a paid audience for almost four years?

Why It's **WNOX** 1010 KC 5000 W Day 1000 W Night CBS

KNOXVILLE, TENNESSEE
Scripps-Howard Radio, Inc.
Representative
THE BRANHAM CO.

Purely PROGRAMS

Daily Interpretation

A SIX-WEEKLY quarter hour news commentary, *This Moving World*, has been launched on the NBC Pacific Blue network and is an interpretation of the vital happenings of the day. Leonard Regg writes the scripts using International and United Press news. Mary Dawley gives the woman's slant on current events, while Franklin Bingman and Ben Alexander present the man's point of view. Title of the series is the result of a contest among NBC Hollywood employes. It was submitted by Harold Haklik, tour guide, who received a $5 award.

* * *

Clock Shop Gossip

RICHARD BENNETT, screen and stage star, is featured in a new weekly series, *The Main Street Emporium*, on WIP, Philadelphia. With well-known visitors as guests, the action revolves around a small-town clock store proprietor, played by Bennett, through whose shop all the doings of the town seem to pass. Scripts for the program are written by Earl Crooker, who also plays a small-town reporter in the series. Other characterizations are handled by members of the Bucks County Playhouse.

Livestock Auctions

WKZO, Kalamazoo, Mich., finds that radio is an effective method of selling livestock and carries a weekly series of broadcasts from the auctions held by Kalamazoo Livestock Sales Co. Attendance at sales has increased 40% during normally slow months, following seven weeks of broadcasts, according to John E. Fetzer, WKZO manager. Sponsor of the livestock programs is Charles Knappen Milling Co.

* * *

The Gay 90's

A NEW program has been launched by KOY, Phoenix, for Arizona Network. Built around news and song numbers of the 90's, the strictly old-fashioned program is done in costume for a studio audience. All surroundings and atmosphere carry out the old-fashioned theme. Featured are Sunshine Sally (Mavis Green), as vocalist, with Joe Dana as the old-time news announcer, and Roberta Bragdon, organist.

* * *

Bright Ideas

TO HELP harassed mothers keep youngsters on vacation busy with instructive as well as interesting diversions, NBC is presenting a weekly program called the *Bright Idea Club*, under the direction of Madeline Gray, who schedules daily activities for her young listeners, and awards $5 weekly to the listeners sending in the two best "bright ideas".

* * *

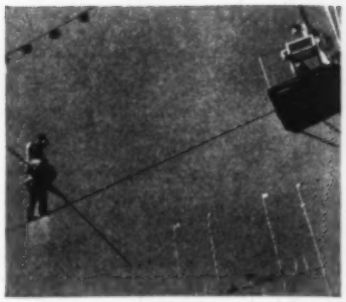
Resort News

NEW vacation program, *Door County Express*, heard thrice-weekly on WTAQ, Green Bay, Wis., gives vacation information to listeners. The feature, sponsored by summer resorts of Door County, Wis., promote the district as an ideal vacation land.

* * *

Sink Suds

ONE of the consistent mail-pullers of WOWO, Fort Wayne, Ind., is *Dishpan Parade*, morning feature using a combination of transcribed band music and original poetry sent in by listeners.



LIKE the young man on the flying trapeze was Harry Lebrun, chief announcer of WHEC, Rochester, with the recent advent of a daredevil circus. Harry rode the high wire, perched on the shoulders of Otto Cretano, wire artist. Said Cretano, "I did it once before in California. Only trouble was the announcer was so scared he couldn't say a word all the way across the wire." Lebrun chattered like a magpie as he described his journey. Cretano weighs 135 pounds, Lebrun 190.

* * *

For Western Motorists

IN COOPERATION with the California State Highway Patrol, KSRO, Santa Rosa, recently inaugurated *Safety On the Highway*. Each Wednesday night a member of the highway patrol is interviewed by Gordon Brown, program director. During the interview the motorist is instructed how to drive on mountain roads, what to do when passing cars, how not to crowd fellow motorists off the highway and also is warned that the throwing of cigarettes or cigars from an automobile is a fire menace and a violation of the California Motor Vehicle Act.

* * *

Dakota Doings

WDAY, Fargo, N. D., has started *Meet Your Neighbor*, which combines special events, news, hobbies, interesting neighbors and similar angles. The program, sponsored by Gate City Building & Loan Assn., of Fargo, consists of transcribed scenes picked up during the week around Fargo and Moorhead. These are built into a half-hour show with musical curtains introducing and closing each interview.

* * *

Ladies' Hour

KITE, Kansas City, has started a full-hour variety program directed to women, with Betty Paige as emcee. Besides keeping women in touch with current events, the program includes KITE talent, odd news items and livestock market reports.

* * *

News About Art

IN RECOGNITION of the growing interest in art in the United States, NBC is presenting a weekly *Art in the News* program in cooperation with the National Art Society, under the direction of Dr. Bernard Meyers, critic and teacher at New York University.

* * *

Lay History of Steel

A RECENT feature in Arizona is the *Allison Steel Concert Hour*, sponsored on KTAR, Phoenix, by Allison Steel Mfg. Co. Midway in the program of classical music, J. August Rau, Allison chief engineer, discusses historical development of steel in lay language.

Why KMMJ?

BECAUSE four-fifths of Nebraska's population lives on farms and in small towns. And for 14 years KMMJ has kept itself a farm station—giving these loyal, friendly people the programs THEY like and want, and **only** those advertising messages they can believe in and use to their honest satisfaction. Result is that KMMJ is Nebraska's No. 1 farm station—and 80% of Nebraska is **rural!**

Grand Island is Nebraska's third city; outstanding dairy and poultry center; world's second largest horse and mule market; major livestock auction center; three road railroad center; nearly 3 million dollar annual payroll.

Now, KMMJ's new antenna and transmitter means even **greater** results for you . . . dollars and cents results you can recognize.

Nebraska's farm income, 1st quarter 1939, gained 30% over same period last year. Among all states Nebraska ranks third in percent of income gain.

Tap this rich, eager market through KMMJ. Wire or write for costs and availabilities.

RANDALL RYAN, General Manager
HOWARD W. WILSON CO.
Representative

The Dominant Selling Force to Four-Fifths of Nebraska
KMMJ
GRAND ISLAND, NEBRASKA

(U.P.)

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE

UNITED PRESS

Wheeler's Tips

A NEW half-hour Saturday night show on WFAA, Dallas, *Sizzle School*, features Elmer Wheeler, president of the Tested Selling Institute of New York City, and the originator of "sizzle salesmanship". Each program dramatizes two versions of a typical household problem, illustrating how different are the results when the right and wrong words are used by hubby or wife. Wheeler tells listeners how they can sizzle socially, tells the boys how to win the girl and the girls how to win the boy with the right word, which always is a sizzle. Wheeler also answers letters from listeners. Hal Thompson is emcee.

* * *

Traffic Information

WHN Traffic Information Service, organized by the New York station to broadcast bulletins on road conditions Sunday afternoons and evenings, now covers Nassau and Suffolk counties as well as all New Jersey areas. The Special Features Division of WOR, Newark, has also arranged for the broadcast of traffic bulletins on Sunday evenings through the cooperation of the New Jersey State Police, Westchester County Police and Nassau County Police.

* * *

News of Religion

A REVIEW of religious activities of all denominations is the subject of the *Religious News Reporter* programs heard Sunday afternoons on WMCA, New York, and the Intercity Network under the auspices of the National Conference of Christians & Jews. Compiled by the Religious News Service, official religious news gathering agency for the clerical press, the program is conducted by Si Paddock, formerly a chaplain in the U. S. Army.

* * *

Sidewalk Superintendent

SHORTWAVE broadcasts from the site of a new C. H. Payne Grocery Store, with Announcer "Stretch" Miller giving a five-minute description of the building progress and boosting the store, are being carried by WJBC, Bloomington, Ill. Payne, a pioneer advertiser on the station, already has two stores in Bloomington and is constructing a third. Started late in May, the broadcasts will continue periodically until the store is opened for business, probably in August.

* * *

Travel Letters

A NOVEL daily quarter-hour program, *Letters From an Arizona Rural Woman*, is being conducted on KOY, Phoenix. It features letters from Mrs. H. M. Nelson, prominent Arizona woman, who is on a tour of England. Arrangements were made in advance for her to write daily letters about her travels across the United States, the Atlantic and in England. Mrs. Nelson was recently elected Arizona's most representative rural woman.

* * *

Arizona Pioneers

ARIZONA NETWORK, in cooperation with the Arizona Museum, Phoenix, has started a new weekly quarter-hour series of talks on early Arizona history. Programs, which originate from KOY, are so highly regarded that air checks are made for the State's archives.

UNIQUE special events program was aired recently on WLS, Chicago, when Barney Connett set out across Lake Michigan in his one-man submarine. Barney didn't make it but WLS remoted four broadcasts. It's a draw as to whether WLS listeners or WLS engineers had the more fun.

From the Fair

JOHN S. YOUNG, director of radio and television of the New York World's Fair, will act as m.c. on the new CBS series *Let's Go the The Fair*, which starts July 16 and will be heard Sundays 10-10:30 p. m. Music from the Fair will be featured in addition to interviews with persons holding unusual jobs in the different concessions.

* * *

Family Forum

WIND, Gary, Ind., has started a Wednesday evening series called *Your Family* and featuring Prof. R. G. Fester, professor of home economics at Chicago U., in discussion of home problems. Subjects will include "Are you fit to Marry?", "Is the Family Breaking Up?", "Money and Marriage", "Marriage is a Life Job."

* * *

Camp Items

TO RELIEVE worried parents while their children are at summer camps, WBBM, Chicago, recently broadcast a program called *Camps & Health*, a dramatization of first aid for youngsters. Given under auspices of the Illinois Medical Society, the show featured actors from the local Boys Club Radio Guild.

* * *

Chuckle Struggle

LAUGH contest, with $10 for the studio listener whose laugh was most infectious, was aired recently on WCBS, Springfield, Ill. The program was a tie-in broadcast promoting a comedy film at a local theatre. Studio audience got almost hysterical while the local folk laughed their way to glory, according to WCBS.

Screen Starlets

YOUNGSTERS being groomed for stardom in the movies are heard on the new weekly NBC-Blue series, *Hollywood Ladder of Fame*, heard Fridays, 10-10:30 p. m. (EDST). The new series, arranged by NBC in cooperation with major film studios, is designed to spotlight attention on the newcomers, with different artists heard each week in dramas broadcast from the NBC Hollywood studios.

* * *

Chicago Problems

TITLED *S.O.S. CHICAGO*, a new series has started on WJJD, that city, featuring prominent local civic and business leaders in a weekly discussion of municipal problems such as subways, airports, recreation, housing and land surveys. Experts in the various fields are presented in cooperation with Mayor E. J. Kelly and the Chicago Plan Commission.

* * *

Cow Bell Tickets

A COW BELL is the price of admission to the daily quarter-hour noon hour progam, *Rural Rhythm* at KOY, Phoenix. The bell is checked at the studio and returned to its owner for use as future admission. Show features Polo Verde and Roberta Bragdon, singers, and "Smokey Joe", fiddler.

* * *

The Way Out

INVENTING situations that could occur to ordinary people registered with the Social Security Board and then explaining the way out of their difficulties, *Security Sam*, played by Maj. P. A. Frederickson, head of the local Social Security office, is heard regularly on KWOS, Jefferson City, Mo.

KRIC

Beaumont, Texas

CAN

MOW 'EM DOWN

and

RAKE 'EM IN

Ask

KELLY-SMITH

WWNC

ASHEVILLE, N. C.

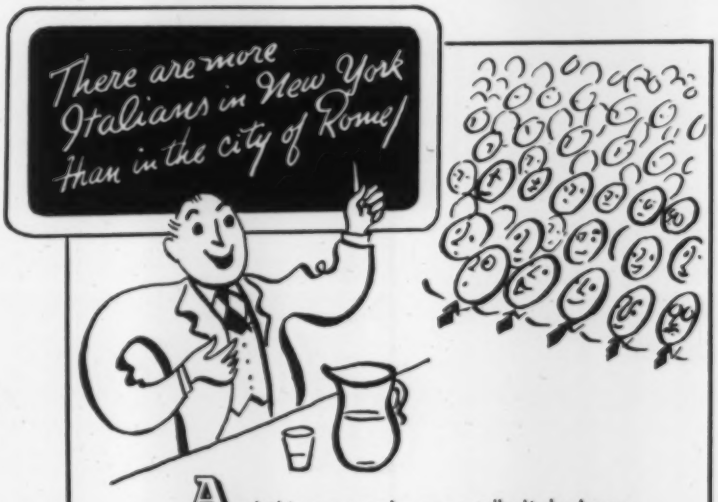
Full Time CBS Affiliate

1,000 Watts

ADVERTISERS

Big Opportunity!

Asheville and Western Carolina—the Quality Market of the Southeast—now enters its resort season of *doubled population . . .* and *doubled business.* Sell over WWNC—the area's ONLY radio station.



And this group who are really Italo-Americans are buying every day more and more American-made products. That's why more and more American manufacturers are advertising THE ITALO-AMERICAN WAY to reach our *concentrated* market with its *large* purchasing power!

WOV NEW YORK 1000 WATTS

THE INTERNATIONAL BROADCASTING CORP. NEW YORK

WBIL NEW YORK 5000 WATTS

COME AND GET IT!

A ready-made audience with a constant supply of ready cash is the golden combination offered you on WAIR. If it's volume you want—it's here! Come and get it!

WAIR

Winston-Salem, North Carolina

National Representatives
Sears & Ayer

NEWS THAT STUDENTS LIKE

Los Angeles Survey Reveals Average Newscast Is Too Difficult to Comprehend

By GENE GRADY
Production Manager,
Division of Radio-Television,
University of Southern California,
Los Angeles

A NEW INSIGHT into broadcasting of news to public schools has been brought out in Los Angeles in the first known scientific research exclusively devoted to this one phase of education by radio. Although an academic study, made primarily for a master's degree in education at the University of Southern California, the survey presents a fund of practical information unrevealed heretofore, despite the growing use of radio newscasts in the classroom. In a comprehensive survey, directed at finding whether the rewriting of radio news with a simplified style and vocabulary is advisable for an adolescent audience, scores of other findings were developed.

Most important was the discovery that junior and senior high school students of Los Angeles schools are sold on news by radio. Some 85% of the boys and girls listen regularly. But as many as three out of four of the students frankly declared that the average news broadcast is too difficult to understand readily and to follow. Reasons for this are various. The most common faults reported are too long and too involved sentences, use of words not clear in meaning, and machine-gun delivery.

What They Like

The preferences of pupils for various news announcers and news programs reveal heavy partiality for personality as expressed in a reporter's voice over the air. But the format of the newscast, the inclusion of explanatory paragraphs in the continuity, and a touch of dramatization caught and held the interest of many youngsters surveyed.

With this basis for further procedure, the aid of the news bureau of Columbia's Hollywood station, KNX, was enlisted in preparing a test program. A regular newscast which has been broadcast over KNX was taken as a typical rewritten news broadcast intended for adult listeners. This was broken down into a simplified script prepared for classroom consumption, with emphasis placed on careful delineation of the news items, something of the background, and the use of color words and phrases readily grasped by junior and senior high school pupils.

The two newscasts were recorded by a KNX news announcer and played back to representative groups of students in various public schools to get their reaction. A test to determine the degree of comprehension of each newscast followed. The simplified script scored considerably higher than the regular adult news program.

GENE GRADY, production manager, Division of Radio-Television, University of Southern California, (left) and Nelson G. Pringle, managing editor of the KNX, Hollywood, news bureau, presenting their transcribed version of news rewritten especially for students of Los Angeles county schools.

What this signifies, in terms of practical application in commercial broadcasting, is obviously a need of more careful preparation of news intended for schoolroom use. The sponsor who seeks the privilege of having his newscast heard in public schools can gain cooperation of school authorities more readily by presenting a simple, explanatory format at a normal speed of talking, planned to tie into the dozen or more school subjects supplemented by the daily news. The person who can prepare such a newscast needs to have a balanced understanding of educational psychology and the significance and trend of news, a unique but not impossible combination.

The survey also brings food for thought for the regular station newscasters, indicating a dislike on the part of high school students . . . and, by the same mental yardstick, a large part of the adult listening audience as well . . . for the usual type of press-wire reading by an announcer attempting to establish a new verbal speed record.

Congress Cigar Sports

CONGRESS CIGAR Co., New York, late in September will start a football comment series for La Palina cigars which will feature Ed Thorgersen on a probable hookup of 20 MBS stations. Starting date and time for the quarter-hour program have not been set, according to Marschalk & Pratt, New York, the agency handling the account.

JACK I. STRAUS, vice-president of R. H. Macy & Co. with supervisory responsibility of WOR, Newark, controlled by Macy's, has been named acting president of the company. Although retaining his title of vice-president, Mr. Straus assumes complete operating direction of the organization and continues as supervisor of WOR.

HAVE YOU SURVEYED GALLUP, (KY.)?

If you have ever surveyed the real town of Gallup, you know it's one of the hundreds of small towns in Kentucky that mean very little on your sales-map (and doesn't even *appear* on WAVE's!) . . . As a matter of fact, the big Louisville Trading Area is about the *only* section of Kentucky that offers really concentrated advertising opportunities. . . . To *cover* this area you need only *one* radio station—WAVE, located in the heart of downtown Louisville—WAVE, which brings radio's *best programs* to the *best* part of Kentucky. May we send you the *proof?*

LOUISVILLE'S WAVE

INCORPORATED

1000 WATTS • • • 940 K C • • • • N·B·C·

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour. Available for sponsorship.

WATL ATLANTA

WE FORGET NO ONE

For Chicagoans who speak English well, WGES provides distinctive programs of entertainment, education, and information. For the many thousands who don't, there are parallel programs in a dozen different tongues—with the emphasis on Americanization. Here's REALLY COMPLETE Chicago coverage for your product!

WGES

In The Heart of Chicago

Studio Notes

KFI-KECA, Los Angeles, chess teams captained by Byron Cole, engineer, defeated those of NBC Hollywood studios in two meets staged June 28 and July 5. Players engaged in 17 games with KFI-KECA winning 8 and NBC 7. Two games were declared draws. KFI-KECA contestants were Jose Rodriguez, editor and educational director; Douglas Evans, announcer; Seymour Johnson, engineer; H. L. Blatterman, co-chief engineer and Ernest Felix, auditor. William Andrews, night manager, captained the NBC team composed of Carl Lorenz, engineer; Alex Petry, of music library; John Wagner, auditing and Adolph (Lefty) Lefler, traffic.

KOIN, Portland, Ore., covered the consolidation of the U. S. Lighthouse and Coast Guard Services with a broadcast extending 30 miles along the Coast and 10 miles out to sea. Government shortwave facilities were tied in with the KOIN remote equipment and the broadcast was fed to CBS.

THE California Historical Department has placed in the Sutter's Fort Museum a bound volume of the 26 scripts of the *Centennial Hour*, sponsored in Northern California by the Red and White Grocery Stores, independent chain. Broadcasts originated at KFBK, Sacramento, Cal., and were heard Sunday afternoons. Larry Robertson of KFBK produced, with John Tobin collaborating on the script. Frank Nicholson handled remote broadcasts.

OBSERVING the ninth anniversary of KGNF, North Platte, Neb., the local *Lincoln County Tribune* carried a full page of text and pictures June 29 covering the station's enlarged news service, personnel and facilities.

INCLUDING in its promotion of the event a 5-column 15-inch ad in the *Detroit Free Press*, WXYZ, Detroit, on June 23 observed the 1,000th broadcast of its *Lone Ranger* serial and during a special accompanying program received the 1939 *Radio Guide* award for the most popular children's program.

TO PROMOTE an improved highway in the Thumb and River District of Michigan, WHLS, Port Huron, Mich., recently helped organize a 200-car caravan from communities along the proposed road which escorted Highway Commissioner Murray D. Van Wagoner over the route.

WFAA, Dallas, lost only two minutes on the air June 30 when a fire of outside origin cut off all power from the station studios for 25 minutes. A transcribed program was on the air when all equipment went off, but Olin Brown and W. C. Ellis, engineers, wired a battery-operated remote control panel to the studio microphones, and the station originated a regularly scheduled commercial program for Texas Quality Network, with announcer and musicians using flashlights for illumination.

NATURAL wonders of Rocky Mountain National Park in Colorado are the subject of *Nature Sketches*, a series of 12 summer broadcasts picked up by NBC from shortwave transmitters in the packs carried by youthful hikers in the park who are enrolled in the government-conducted Junior Nature School.

NBC-Chicago announces that three former members of the Chicago Symphony Orchestra and one former member of the Kansas City Symphony have joined its music department. Respectively, they are, Bernard Senescu, Leonard Sorkin, James Lanningan and Bruce Chase.

MAURY MAVERICK, former Texas Congressman, has started a series of *Fireside Chats* on KTSA, San Antonio.

GOING direct to Camp Clatsop, down by the Pacific Ocean and 110 miles from home, KEX, Portland, Ore., picked up periodic descriptions of National Guard maneuvers during the two-week period from June 12 to 25, complete to the sham battles, parades, formation maneuvers, band music, interviews and even the sound of howitzer and machine gun fire. Descriptions were handled by Bill Ross, who sent a daily quarter-hour from the camp, and Bob Tomlinson, shown here with a pack transmitter.

SERIES of twelve *Sunset Symphonies* by Washington's National Symphony Orchestra started July 6 on a two-a-week basis on NBC-Red and Blue. Picked up from the floating band shell at the Potomac Water Gate near the Lincoln Memorial, all twelve pop concerts will be carried locally by WMAL, with pickups for the Red on Sundays, 9-10 p. m. (EST), and for the Blue, 9-9:30 p. m., Wednesdays.

PROMOTING the golden jubilee celebration of North Dakota, to feature a state-wide entertainment and pageant in Bismarck Aug. 21-25, KFYR, Bismarck, is presenting a series of weekly 5-minute programs, titled *Progress of the Prairies*, dramatizing historical facts about the state.

WJJD, Chicago, will continue its half-hour Wednesday evening broadcasts from the local traffic court with Judge Eugene S. Holland on the bench while Judge Gutknecht is on his annual European vacation. Judge Gutknecht, an authority on European affairs, and will broadcast a series of political analyses on WJJD this fall.

CKSO, Sudbury, Ont., is building new studios on the top floor of the *Sudbury Star* building, and is erecting a new vertical antenna.

WGN, Chicago, has started a Friday evening half-hour program of semi-classical music, *Friday Promenade*, featuring its musical director, Henry Weber. Fed to MBS, the summer series will include Eva Wachter, 15-year old pianist, and Emery Darcy, baritone.

CHNS

HALIFAX, NOVA SCOTIA
Is Located in the Centre of the Radio Audience of the Province.

You Cannot Miss If You Use This Station As Its Audience Has Learned to Rely on It Over a Period of Thirteen Years of Uninterrupted Service.

Write The Station Director
LORD NELSON HOTEL, HALIFAX

CHICAGO stations are broadcasting the Grant Park concerts given under auspices of the Chicago Park District under supervision of James C. Petrillo, president of the Chicago Federation of Musicians, for the fifth consecutive year. Stations airing the nightly symphony concerts on a varying schedule are WMAQ WENR WBBM WIND WGN WCFL.

COOPERATING with the local Dupuis Freres store and Northern Electric Co., CKAC, Montreal, recently prepared a special window display incorporating photos of featured local and CBS radio artists with an exhibit of old and new broadcast equipment.

WCBS, Springfield, Ill., kept its listeners posted during the recent endurance flight for light planes above the city by airing eight daily two-way broadcasts from the plane. Pilots' wives were interviewed and their two-way conversations with their husbands aired.

WCFL, Chicago, on July 9 broadcast an hour program of special events as a part of the city's celebration of Navigation Day. Designed to acquaint Chicagoans with the historical development of the city's waterfront, the celebration included broadcasts from Navy planes and Coast Guard cruisers. Announcers Bob Purcell, Ed Paul and Bill Leyden handled the program.

TO 1,000 advertising and agency executives over the country and NAB convention-goers, KSFO, San Francisco, is distributing its newest two-color promotion folder, tying in its co-operation with the Golden Gate International Exposition with an invitation to attend and use the conveniences supplied to Exposition visitors by the station. The folder, printed blue on buff stock, was conceived by Robert W. Dumm, KSFO sales promotion manager.

THE VOICE OF MISSISSIPPI

WJDX

5000 D
1000 N.

JACKSON

M.B.C.

JACKSON Builds UP!

BUILDING ACTIVITY continues upward in Jackson with the total expenditure in May double that of April.

RETAIL SALES
Annual per capita retail sales average $379 in Jackson as compared with a national average of $270.

EMPLOYMENT
One person out of every two is a worker in Jackson as compared with a national ratio of two out of five.

PAY ROLLS
According to federal reports more than 80 per cent of Jackson's total annual payroll is spent locally.

Invest your advertising dollars with WJDX and build up sales. Mississippi's dominant radio station builds customer acceptance in a thriving retail market.

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

WBIG in Greensboro, N.C.

centers an area of fifty miles that leads every like area surrounding any city south of Baltimore — in population, value of manufactured products, in amount of annual wages paid, in value of live stock, in value of agricultural products sold, and is the center of greater educational institutions. This rich and populous area will soon be served by WBIG's newest and most modern transmitting equipment.

5000 WATTS DAY
1000 WATTS NIGHT

5 kw

Means more power, greater service for this rich and populous area!

ALWAYS A GOOD SHOW!

WBIG GREENSBORO NORTH CAROLINA

EDNEY RIDGE
DIRECTOR
George P. Hollingbery Co. *Natl. Reps.*

Classroom Broadcasting Found More Efficient in Junior High School Test

THAT classroom radio broadcasts actually give more efficient instruction than the ordinary personal instruction of teachers was indicated in an experiment conducted in ten New York junior high schools recently. Pupils who had the benefit on supplementary radio instruction registered a 3% higher average in their examinations on the particular subject covered, hygiene and health knowledge, than non-listeners, according to the annual report of Dr. I. H. Goldberger, assistant director of health education for the city's schools.

Four thousand pupils participated in the experiment, half of them listening to health broadcasts for one school term, and the other half —the "control group"—not receiving this supplementary instruction. The broadcasts, presented under auspices of the American Medical Assn. and NBC, included 30 weekly dramatized health lessons. Pupils who had heard the broadcasts showed superior results in the examinations held at the end of the term.

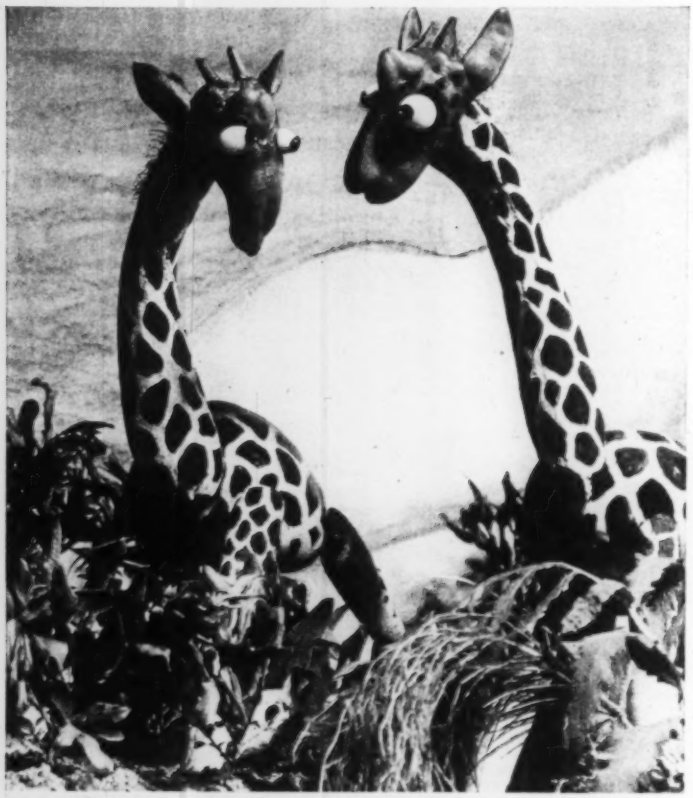
Dr. Goldberger's report also indicated that radio reception in individual classrooms, using a small radio and small listening groups, was more satisfactory than reception before larger groups in assembly periods. In classes where the teachers had the benefit of the script before the broadcast, the percentage of correct answers in the test proved higher than in groups of students who did not have this additional instruction.

FCC Rules Text

BROADCASTING Magazine has published in booklet form the full text of the Rules Governing Standard Broadcast Stations adopted June 23 by the FCC, to become effective Aug. 1, 1939, and will make copies available upon bona fide request as long as the supply lasts.

Schick Injector Plans

Schick Injector Razors will probably sponsor more time on the air one of these days. That is, if the record of Schick Injector Razor sales in St. Louis immediately following the sponsorship of the Louis-Galento Fight has anything to do with it. St. Louis KWK made a quick survey the day after the fight and discovered, not to its surprise, that Schick Injector sales had jumped far higher than you can throw a dull blade. One large drug concern sold 150 the first hour the store opened the day after the fight. Moreover, wholesalers—those "cousins once removed" report extra grosses moving from warehouse to truck to store. It was a nice fight Tony — St. Louis KWK was glad to serve it to its tremendous audience. Pd. Adv.



"Boy! Did we stick our necks out — trying to adjust our field pattern without a Western Electric 2A Phase Monitor!"

Equipment

RCA MFG. Co., Camden, announces a portable two-speed turntable providing both recording and instantaneous playback of 16-inch records through any public address system when used with a recording attachment.

RADIO NORMANDIE, of France, has ordered Finch facsimile apparatus through Capt. Leonard F. Plugge, M. P., of London, who recently surveyed the American market. One hundred receivers were included in the order. Finch Telecommunications Laboratories also announces that it has received an order from WOKO, Albany, conditional upon an FCC grant of its application for a facsimile license.

DORSEY OWINGS, former special events and publicity director of WINS, New York, and previously radio director of H. W. Kastor & Sons, New York, has been named president and general manager of Portable Electric Power Inc., at 30 Rockefeller Plaza, New York. The firm markets rechargable batteries for portable transmitters. Plans for advertising and distribution to broadcasting companies have not been definitely formed.

COLLINS transmitter equipment and a Lehigh vertical radiator have been ordered for the new KTOH, Lihue, Hawaii, which the FCC last November authorized the *Garden Island Republican* to construct with 100-250 watts on 1500 kc. Starting date has not yet been determined, according to C. J. Fern, who will be manager.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has started to produce its new Universal Cinema model microphone, crystal and dynamics, in several impedances. Designed in swivel yoke, primarily for cinema use, it is also adapted to stage or orchestral purposes.

CORNELL-DUBILIER Electric Corp., South Plainfield, N. J., has published two new catalogues, illustrated with photos and dimensional drawings, listing specifications and prices of its radio transmitter capacitors and Quietone radio noise filters.

ROBERT PRELL, recent graduate of the Los Angeles City College, has joined the research department of Universal Microphone Co., Inglewood, Cal.

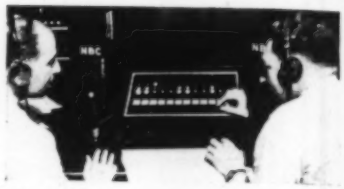
NEW lightweight portable transcription playback machine, called the "Porto-Playback", has been added to the list of transcription products marketed by Charles Michelson, New York, and is now being used by WDGY, WWJ, WBIG, WJHL and WNAX, according to the firm.

KDKA, Pittsburgh, is installing a new three-manual Wurlitzer organ, specially voiced for radio work, similar to that used in NBC New York and Hollywood studios. Specifications for the instrument were written by Bernie Armstrong, KDKA staff organist, and approved by Jesse Crawford, NBC organist. Installation is expected to be completed in August.

WCCO, Minneapolis, recently completed construction of a new coaxial antenna for its high frequency outlet, W9XHW, and is conducting field intensity surveys at 1,000 measured points in a 15-mile radius to estimate the resultant effects on coverage.

Mennen's Fall Plans

THE 1939 Mennen Gift Boxes for Men will be promoted this fall as last year by Mennen Co., Newark, on the two programs, Sam Hayes' *People's News* on CBS, and *People's Rally* on MBS. Both series are off for the summer, but will have returned to the air by early November, when the gift boxes will be offered. H. M. Kiesewetter Adv. Agency, New York, is agency.



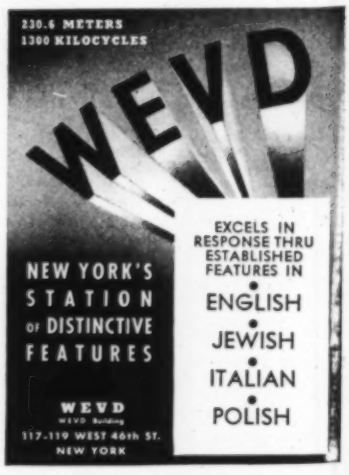
WITH this new portable master control unit weighing only 450 pounds in all, NBC has simplified outside pickups. Each of the six parts, including this 25-pound control panel, can be lifted by hand. During the recent visit of British royalty in New York, 10 microphone positions were linked without any loss in switchbacks. Three rows of red, green and white lights, 10 to a line, indicate which positions are on the air or in communication with the base of operations. It links field crews and operations directors, as well as feeds programs being broadcast to all points so any position may take the air immediately.

Monitor Bill Favored

WITH a favorable report from the Senate Interstate Commerce Committee, Senator Wheeler (D-Mont.) plans to obtain Senate approval for his bill (S-2611) appropriating $30,000 to enable the FCC to establish a new and improved radio-monitoring station at the earliest opportunity. The new station will replace the one now in use at Hingham, Mass. According to the report of the Interstate Commerce Committee approving the bill, this station is no longer suitable for efficient operation in the broadcast band and is not adequately equipped to cover the extension of radio communication in the frequency spectrum above 30 megacycles.

Bastille Day Program

ALL THREE major networks brought programs from Paris to America on July 14 so that United States listeners might eavesdrop on the celebration of France's national holiday, Bastille Day. Mutual picked up a speech of President Lebrun, as he renewed his oath of office, and the responses of the deputies. President Lebrun and Premier Daladier spoke also over NBC, while CBS avoided the dignataries to bring its audience eye witness accounts of the celebration in Paris, described by American correspondents. NBC also celebrated the day with a half-hour historical drama *Vive la France*.



in the CONTROL ROOM

THOMAS J. BUZALSKI, in charge of the NBC television transmitter on top of the Empire State Bldg., New York, celebrated his tenth anniversary with the network in June. Operator of his own "ham" station W2BRR, Mr. Buzalski was one of the first experimenters at the old RCA-NBC television station atop the New Amsterdam Theatre in Times Square, after serving as engineer for the WJZ and WEAF transmitters and in the Radio City studios.

C. DELMAR DENGATE, engineer of WIP, Philadelphia, and Marian Baley, of Lansdowne, Pa., recently announced their engagement and coming marriage Sept. 16.

CLIFF MELLOH, transmitter engineer, and John Beeston Jr., research engineer of WHO, Des Moines, both are fathers of boys born recently.

DR. LEE de FOREST, pioneer radio inventor, on June 27 was issued U. S. Patent No. 2,163,749, covering a radial scanning television system, which he has assigned to American Television Laboratories Inc., Hollywood.

CLARENCE WISE, transmitter engineer of WOWO, Fort Wayne, Ind., is the father of a girl born recently.

FRANK WELTMER, KOY, Phoenix, engineer and Alice Yoakum, of Los Angeles, are to be married at Lordsburg, N. M., July 31.

H. H. LANCE, chief engineer of WPAR, Parkersburg, W. Va., resigned recently to install the new WGBR plant at Goldsboro, N. C.

J. D. BLOOM Jr., chief engineer of WWL, New Orleans, recently started a series of lectures, open to the general public, at WWL's new transmitter at Kenner, La. He first lectures on radio operation and later answers questions pertaining to the radio science.

HULBERT HINKLE, engineer, formerly of KGO, San Francisco, has been added to the KYA engineering staff for the summer.

ART SMITH, program director, and Maurice Mitchell and Stan Whitman of the engineering staff of Yankton, S. D., became fathers within the period of a few days. Smith's baby is a boy, the other two girls.

KENNETH A. TAYLOR, formerly chief operator of WLNH, Laconia, N. H., has joined Yankee Network in Boston.

HARRY BRYANT, KHJ, Los Angeles, studio engineer, is the father of a girl born July 10.

ROBERT MURRAY, KHJ, Los Angeles, studio superintendent, is the father of a girl born July 10.

Crew on Manhunt

WEBC, Duluth, covered the recent manhunt for the killer of two deputy sheriffs by recording frequent programs from the scene of the hunt, near Hayward, Wis. Following capture of the fugitive, a studio program was presented with members of the posse appearing. The station claims to be the only one offering actual voices of the sheriff and deputies. Announcer Don McCall and Operator Frank Cooke recorded the discs.

WHP, Harrisburg, Pa., on July 14 started operating its new 5,000-watt transmitter, using 1,000 watts at night and 5,000 days on 1430 kc.

DAYLIGHT PAINTING
WOR Now Refurbishes Tower While on the Air

BECAUSE WOR's transmitter is located at Carteret, N. J., in the midst of an industrial region whose air reeks with chemical fumes that make it necessary to repaint the antenna tower at frequent intervals, and because doing the painting at night after the station had signed off was both inconvenient and expensive, Charles Singer, chief of transmitter operations, began to wonder if the tower could be painted while in operation.

Thinking over the problem, he soon concluded there would be no danger provided the painter was careful never to touch the ground and the tower at the same time. He tested out his idea successfully and today WOR's antenna gets its fresh paint by daylight, under the following procedure:

A wooden ladder is placed against the tower, high enough to permit the painter to get his body above the insulated section on which the tower is based. This places his body at tower potential. To be doubly sure, he carries an all-metal wrench and touches the tower while at the top of the ladder. There is either no or at most a slight spark. No gloves are worn, since the positive contact of hand to tower is best and radio frequency may burn through leather or even rubber if a capacity is built up. The painter can use ropes to haul up paints or brushes from the ground.

Once above the insulator the painter steps off the ladder and onto the tower, and as long as he is on the tower there are no voltage nodes between body, brush, clothes, etc. In coming down he steps on the ladder and when down a step or two transfers his hold from tower to ladder and so descends to the ground. As long as he remembers never to touch both tower and ground simultaneously all will be well, says Mr. Singer, in passing his method along to others who may be faced with the same problem.

MBS has added KOL, its Seattle affiliate, to the list of stations carrying the five-weekly news commentaries of Fulton Lewis Jr. from Washington, D. C. KOL and KFRC, San Francisco, not only broadcast the live version of the program, but also a recorded version at 9 p. m. (PST) the same day for those who are unable to hear the earlier broadcast.

A GOOD SPOT
FOR TEST CAMPAIGNS

99% American Born White

High income groups
Both city and farms

KGVO

5000 w. Day
1000 w. Night
Missoula
Montana

CBS Affiliate

Covering that territory
between Butte and Spokane

Sky Trouble

KOY, Phoenix, nearly had a vacancy for a new transmitter engineer when Hal Lines, occupant of that position and an enthusiastic amateur aviator, essayed a trip over the mountain wilderness of Northern Arizona in his small cabin plane. High over the Bradshaw Mountains, Lines' motor stopped cold. With no possible landing place within miles, he managed to nose into a small semi-clearing. He came down to a decidedly bumpy, but safe landing, many miles from any human habitation. After repairing his plane, he was able to take off and navigate back to the home field.

Free Telegrams

WNEW, New York, in cooperation with Postal Telegraph Co., on July 4 started a series of thrice-weekly programs from the New York World's Fair, during which any person appearing on the program is permitted to send a telegram free to anyone in the United States, provided he or she consents to reveal the contents of the telegram in a short interview with Budd Hulick, m.c. of the program. To promote the start of the program, Postal and WNEW sent wives of local radio editors blue and white compacts with their names and addresses engraved on the covers and "Greetings from the Fair and Budd Hulick" on the backs.

FINCH FACSIMILE
—A NEW MILEPOST
IN BROADCASTING!

- The use of Finch Facsimile by fifteen nationally-known broadcasting stations signalizes a new era in radio. It points the way to a new source of revenue that can be capitalized by all stations . . . regardless of size or location.
- With Finch Facsimile you can reproduce a full-size tabloid newspaper right in your listeners' homes. Anything that can be printed, photographed, drawn or written can be transmitted and received by Finch Facsimile equipment. News bulletins, pictures and advertisements are handled with equal ease and facility at the amazing speed of eight full pages per hour!
- Finch Facsimile can be added to your station equipment at surprisingly low cost. Write for Bulletin "B" which shows how you can bring this outstanding new radio development to your service area.

When in New York be sure to see Finch Facsimile in action. It will be a pleasure to give you a special demonstration by appointment.

—FINCH—
TELECOMMUNICATIONS
LABORATORIES Inc.
1819 BROADWAY NEW YORK, N. Y.
Plant and Aircraft Laboratory,
Bendix, N. J.

CFCF
MONTREAL

first
IN
CANADA'S
RICHEST
MARKET

Most sponsors of broadcast time on CFCF run year after year. They know from experience that CFCF is the most listened-to radio station in the Montreal area.

CFCF can build sales for you.

CFCF and Short Wave CFCX
owned and operated by
CANADIAN
MARCONI
COMPANY

Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company

NBC Affiliate

CFCF
dominates a
BI-LINGUAL
AUDIENCE
of over
1,000,000

Jack Armstrong Serial To Seek Parental Favor

TO WIN parent as well as juvenile support for its serial *Jack Armstrong* when it returns to the air this fall, General Mills, Minneapolis, has redesignated the program so that it will educate while it entertains. Talbot Mundy, the author of the series as well as of innumerable novels, will take his hero into far-off places in search of treasure during the 1939-40 series, but the adventures will give not only excitement but vivid pictures of real places which the author has visited as well as dramatizations of events of actual history. Thus, the sponsor believes, the young listeners will derive from the program broadened horizons and stimulated imaginations. Series placed through Knox Reeves, Minneapolis, advertises Wheaties. It returns to the air Sept. 25 on a 16-station NBC-Red network, on a quarter-hour five-times-a-week basis.

His Pet Scheme

WHEN KECA, Los Angeles, inaugurated a daily lost and found pet department as part of the afternoon news broadcast on June 29, Douglas Evans, who conducts the program began the service by describing his own missing pets, a Scotty and a Dachshund. His family reported the pets as missing a few moments before he started the department as a public service.

IRNA Takes Action

(Continued from Page 22)

Vincent F. Callahan, WWL, New Orleans; Arthur B. Church, KMBC, Kansas City; John A. Kennedy, WCHS, Charleston; I. R. Lounsberry, WGR-WKBW, Buffalo; C. W. Myers, KOIN, Portland.

MBS: John Shepard 3d, Yankee Network; Gene O'Fallon, KFEL, Denver; Lewis Allen Weiss, Don Lee; H. K. Carpenter, WHK-WCLE, Cleveland.

In opening the IRNA session July 11, which had carried over from the preceding day when no action was taken, Mr. Rosenbaum recounted the activities of the organization in recent months. While conversations had been held with the networks with respect to correlation of trade practices and general policies, he said no final conclusions had been reached.

Regarding copyright, he explained that the NAB copyright committee, of which he is a member, had been striving for an early showdown with ASCAP. There was considerable discussion of ASCAP, and the consensus of the group was that networks should clear at the source, with the industry as a whole paying royalties only on programs using ASCAP music. Because the subject of copyright was on the agenda of the NAB convention the following day, with positive action slated, IRNA did not take formal action.

HEAD of the Lakes Broadcasting Co., operating WEBC, Duluth, WMFG, Hibbing, and WHLB, Virginia, northern Minnesota outlets, was authorized by the FCC July 20 to erect a new 1,000-watt high frequency broadcast station to use 26.3 mc.

Maxwell House Plans

GENERAL FOODS Corp., New York (Maxwell House Coffee, on Sept. 7 will return to NBC with a musical variety program produced by M-G-M similar to the *Good News* program which was discontinued for the summer June 29. Another name will be chosen for the new program and a new m.c. will be selected, but the program will continue to feature Fanny Brice and Hanley Stafford, Connie Boswell and Meredith Wilson's orchestra. Benton & Bowles, New York is the agency in charge.

Enna Jettick on Red

DUNN & McCARTHY Co., Auburn, N. Y., pioneer user of radio and the first shoe manufacturer to use a coast-to-coast network, will return to the air in August with a quarter-hour Sunday afternoon musical program broadcast over 72 NBC-Red stations to advertise Enna Jettick shoes. Title *Enna Jettick Melodies*, program will feature Jimmy Shields, tenor, the Norsemen Quartette and D'Artega's orchestra. Advertising copy will feature the Shoe of the Week. Program was tested last spring locally in New York station. Marschalk & Pratt, New York, is the agency.

Pro-Phy-Lac-Tic Special

PRO-PHY-LAC-TIC BRUSH Co., Florence, Mass., division of Lambert Pharmacal Co., late in July will promote the "90-cent value" of its tooth powder and toothbrush for 49 cents on the 52 CBS stations carrying the program *Grand Central Station*. Lambert & Feasley, New York, places the account.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2946
DALLAS, TEXAS

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

National Radio Employment Bureau wants experienced salesmen, announcers, operators and other employes, except talent. Complete information free. Paramount Distributors, Box 864, Denver, Colorado.

Wanted: Experienced woman copy writer. Must have background of local station service work. Send full details to WBOW, Terre Haute, Indiana. Position open August 1, 1939.

2 outstanding salesmen. Commission against draw of $150.00, regional station, fine market. Box A426, BROADCASTING.

Situations Wanted

Trained college woman, part time radio experience, much musical, some writing. Go anywhere. Box A416, BROADCASTING.

Salesmanager . . . Outstanding twelve years' record successful advertising selling metropolitan areas desires connection with progressive station. Single. Age 34. Irish. References. Go anywhere. Desires reasonable salary or drawing account. Box A413, BROADCASTING.

Announcer-Actor, experience handling announcing controls—willing to go anywhere. Best references. Salary secondary. Recording available. Box A414, BROADCASTING.

Cherchez la femme no longer! Young, alert, capable woman with thorough newspaper and radio background, plenty of ideas, now employed by important network station, wants a GOOD job, at a GOOD salary. Prefer New York, Chicago or Los Angeles—network, station of importance or agency. Executive ability—but don't mind taking orders and can fill them. Experience includes continuity of all types, programming, producing and years before mike. Good voice, pleasing appearance, ability to meet people. Good knowledge of publicity. Splendid recommendations. Box A417, BROADCASTING.

Situations Wanted (Cont'd.)

Young college graduate with newspaper experience, anxious to enter radio as continuity writer or do publicity or promotion work. Willing to go anywhere. Excellent references. Box A415, BROADCASTING.

Experienced radio executive desires to manage independent station. Qualified in program supervision, production, and station management. Excellent record in selling time and supervision of sales. Box A418, BROADCASTING.

Competent experienced engineer. Excellent transradio any copy style. Details. Box A419, BROADCASTING.

Announcer—News, Narrator and Studio Utility. Experienced programming, Dramatics. References, Recordings. Box A422, BROADCASTING.

Announcer—Single man, experience with network outlet, wishes announcing anywhere. Box A421, BROADCASTING.

Engineer desires change. Experienced and available at once. Now employed on network station. Desire better opportunity. Address Box A420, BROADCASTING.

Engineer now employed on regional station. Eight years experience. Good record. Reference from present employer. Address Box A423, BROADCASTING.

News announcer and editor wants connection with progressive station any part of country. Six years announcing and newscasting with large stations east and midwest. Last seven months newspaper work, but now desire return to broadcasting. Reliable and sober; age 26. Box A424, BROADCASTING.

News! Thoroughly experienced newscaster, editor, commentator. Background advertising, travel. Now employed, seeking better opportunity. Ten years in radio. Can also handle interviews, special features, continuity. Transcription available. Box A425, BROADCASTING.

CHILDREN'S DAY
KTSW Completely Taken Over By 1,200 Kiddies

CHILDREN had their day July 3 at KTSW, Emporia, Kan., when they took over the station from top to bottom, with more than 1,200 participating. The youngsters sold their own advertising, including spot announcements and quarter-hour programs.

Divided into teams, the 1,200 put on their own programs under supervision of station personnel. Broadcasts varied from straight musical to quiz and no attempt was made by station personnel to direct programs prior to the time they went on the air.

A parade of children carrying signs, and including business floats, opened the day. In the evening KTSW awarded cash prizes for signs, floats and for best announcers and programs. On July 5 those who participated were given a free movie show.

Advertising rates for Children's Day were reduced drastically since the event was not promoted as a money-maker.

To Examine Biow

NEW YORK SUPREME Court Justice Ernest Hammer on June 26 granted an application by Monroe B. Levoy, also known as Roy Post, to examine before trial Milton Biow, president of Biow Co., and officials of Philip Morris & Co. in connection with a $250,000 suit brought by Levoy against Biow Co., the cigarette company, and NBC. The plaintiff claims that an idea entitled "The Perfect Crime" was submitted by him to the agency in September, 1938, and that the idea was plagiarized when Philip Morris & Co. sponsored a radio program of the same name on NBC in November, 1938.

Actions by the FTC

THE Federal Trade Commission has issued orders against Wyeth Chemical Co., Jersey City, to cease certain claims for its Freezone corn treatment; against Silver Mfg. Co., Silver Sales Co. and World-Wide Radio Co. to cease alleged lottery methods in the sale of radios. Six radio stations (KDYL, WJDX, KGVO, WOW, KFRU, WTCN) have agreed to cease allegedly misleading claims regarding their power. Simonize Co., New York, has been charged with unlawful price discrimination in the sale of beds and mattresses.

A Car a Day

CONTEST conducted by American Tobacco Co. in which a car is given away daily for the best slogan witten on the backs of Roi Tan cigar bands on the Sophie Tucker programs on CBS last spring is being continued through the summer by an announcement campaign, backed up with direct mail. Results have been very satisfactory, according to the agency, Lord & Thomas, N. Y.

THE FCC on July 13 made final its recent proposed findings [BROADCASTING, June 15] authorizing a new 250-watt daytime station in Mansfield, O., in which John F. Weimer, president of WJW, Akron, and a group of local business men are the stockholders.

ASCAP Suit Revival

(*Continued from Page 21*)

that music which automatically is cleared at the source insofar as copyright payment is concerned. This contention, of course, has been disputed, though it may evolve as a test of the clearance-at-the-source issue.

Court Defiance Claimed

Montana broadcasters contend that ASCAP, in seeking to cancel licenses of Montana stations actually is defying the State court, which already had decreed that stations in the state are restrained from making payments to ASCAP under the temporary injunction.

Following issuance of the temporary injunction, John G. Paine, ASCAP general manager notified NBC and CBS that ASCAP had "found it necessary to cancel the licenses of the Montana radio broadcasting stations". He added that the performance of ASCAP music over these stations would be an infringement of copyright, and concluded:

"We hereby advise you that you may no longer supply programs containing our music to these stations".

In its reply June 28, CBS took issue with ASCAP's contention it could no longer supply programs to the stations. After quoting the contract between ASCAP and CBS dealing with performing rights, CBS stated "we do not recognize the validity of the advice contained in the last paragraph of your letter."

The contract, CBS stated, provides among other things "that so long as licensee hereunder shall fully perform each and all of its obligations hereunder Columbia Broadcasting System Inc., may continue to carry on its business of maintaining and operating a radio broadcasting chain or network and may do and cause to be done any and all things necessary, or proper in the conduct of such business."

In some quarters, the position taken by CBS in interpreting the terms of the contract was viewed as one which augured for clearance and payment at the source, thus possibly releasing stations from infringement action on network originations. If this view is verified, it would mean that stations paying ASCAP on network emanations as well as their own programs in effect would be making double payments.

It is ASCAP's contention that it "has not been enjoined from anything" in the Montana situation. One spokesman stated "We can't be enjoined without being served and we can't be served because we are not doing business in the State."

AUTHORITY to the FCC to submit a further brief in the so-called Courier-Post case, involving the application of the newspaper for a local station in Hannibal, Mo., [see page 30] was granted by the U. S. Court of Appeals for the District of Columbia July 11, at which time it vacated its order mandamusing the Commission to act favorably on the application. The court, however, denied the Commission's request for oral argument and gave it ten days in which to file a further brief.

KFPY

Spokane • Washington

Congratulates

the Broadcasting industry upon its adoption of the revised code of ethics.

Over many years of operation under even higher standards than contained in the revised code, KFPY has proved that adherence to such high standards results in audience preference and increased profits.

•

KFPY

SPOKANE • WASHINGTON

•

Nationally Represented by

THE KATZ AGENCY

Nine Transfers of Ownership Are Authorized by the FCC

WFBM, WIBC, WKBO, WJBY, KANS, KWOC, WGTM, WSPR and WWSW Changes Granted

TRANSFERS of the ownership of nine broadcasting stations, the largest being WFBM, Indianapolis, were authorized by the FCC during its summer windup decision days, July 12 and 13. All of the grants were made without previous hearings in line with the Commission's policy of recent months to avoid unnecessary hearings so far as possible. Several of the transfers were to newspaper interests.

The stations involved in the deals which received the Commission's sanction, in addition to WFBM, were WIBC, Indianapolis; WKBO, Harrisburg; WJBY, Gadsden; KANS, Wichita; KWOC, Poplar Bluff, Mo.; WGTM, Wilson, N. C.; WSPR, Springfield, Mass.; WWSW, Pittsburgh.

WFBM Transfer

Transfer of WFBM involves a reported sum of $450,000, the seller being the Indianapolis Power & Light Co., last of the public utility firms to operate a broadcast station, and the purchaser being WFBM Inc. Jesse L. Kaufman, former general manager of WCAE, Pittsburgh, and later a Hearst Radio executive, is president of the company. Associated with him in the purchase, and the principal stockholders, are Harry M. Bitner, publisher of Hearst's *Pittsburgh Sun-Telegraph*, with which WCAE is affiliated, and Harry M. Jr., his son. Mr. Kaufman will assume active charge of the station.

The WFBM transfer grant was one of the quickest on record, the application having been made in latter May [BROADCASTING, June 1].

Also in Indianapolis, WIBC was sold by Glenn Van Auken, local attorney who founded the station last year, to H. C. Wall, Detroit attorney and counsel for George B. Storer, Detroit industrialist and chief owner of WSPD, Toledo, and WWVA, Wheeling, among other stations. Mr. Wall, whose wife already owned 49% of the common stock of the Indiana Broadcasting Corp., bought the remainder for a reported price of between $10,000 and $15,000.

WKBO, Harrisburg, transfers from one newspaper owner to another. Controlled by the publishers of the *Harrisburg Telegraph* who also operate WHP in that city, 75% interest was recently sold to J. H. and John F. Steinman, publishers of the *Lancaster* (Pa.) *New Era* and *Intelligencer Journal* and operators of Mason-Dixon Group of stations. The purchase price was $27,500. It will be joined with the Mason-Dixon Group, which includes WGAL, Lancaster; WORK, York; WEST, Easton; WAZL, Hazleton, all in Pennsylvania, and WILM and WDEL, Wilmington, Del. This transfer was at first set for hearing, but the Commission reconsidered and granted it without hearing.

Bascom Hopson, operator of WJBY, Gadsden, Ala., a son-in-law of FCC Commissioner Thompson, was authorized to acquire WHBB, Selma, Ala., local, from S. A. Cisler Jr., operator and part-owner of WGRC, New Albany, Ind.; H. A. Shuman, and G. W. Covington Jr., Montgomery businessman. Commissioner Thompson did not participate in the vote in this case.

KANS Stock Sold

The KANS transfer involves the sale of his two-thirds interest by Charles C. Theis, local businessman, to Herb Hollister, KANS manager, and Don Searle, manager of KOIL, Omaha, who own the remainder. The price was undisclosed. Messrs. Hollister and Searle also are partners in the ownership of KMMJ, Grand Island, Neb. The same day the Commission denied petitions of KANS and KFH, also of Wichita, for a rehearing on the recently granted authorization for the removal of KFBI from Abilene, Kan. into Wichita.

KWOC, established in May, 1938, in Poplar Bluff, Mo., by a partnership of Don L. Lidenton and A. L. McCarthy, has been sold for $15,000 to a new group headed by J. H. Wolpers, publisher of the *Poplar Bluffs American Republic*.

Ben Farmer, 33% stockholder in WGTM, Wilson, N. C., sells his interest to a group comprising H. W. Wilson, now 33% stockholder; Charlotte L. Burns, sister of Mr. Wilson, also 33% stockholder, and George C. McDonald, head of the Monroe Steel Castings Corp., Monroe, Mich. Mr. McDonald will acquire 50% for $5,000 under the deal.

WSPR, Springfield, Mass., is transferred to a new corporation, WSPR Inc., with the present three partners — Quincy A. Brackett, Lewis B. Breed and Edmund A. Laport — each continuing to own one-third of the stock.

Transfer of control of the Walker & Downing Radio Corp., operating WWSW, Pittsburgh, to the P. G. Publishing Co., publisher of the *Pittsburgh Post-Gazette*, was authorized. This was perfunctory, however, since the newspaper already controlled the licensee corporation.

The sole remaining Hearst station transfer deal, involving the proposed sale of WINS, New York, to Metropolitan Broadcasting Corp., controlled by Milton Biow, advertising agency executive, was ordered set for hearing "to determine the relationship between proposed owner and owner of other stations in the New York area." The Commission presumably intends to find out whether Mr. Biow is acting for Arde Bulova, New York watch manufacturer, and owner of a group of stations in New York and other cities.

Docket Nearly Clear

During its record decision days, July 12 and 13, the FCC cleared all but 15 cases, not including 5 kw. night applications and Havana Treaty conflicts. Members now plan summer vacations. leaving routine to individual commissioners who will take their turns.

Bulova's New York Grant

(*Continued from Page 15*)

the Commission said this was a matter of "private concern" between the city and the Greater New York Corp. and does not require Commission consent or approval. It added that insofar as the application by Atlantic City for assignment of license to broadcast is concerned, the same is dismissed for the reason that, in the view which the Commission takes of this case, the application for a construction permit of the Greater New York Broadcasting Corp. does not involve a transfer of license now held by the City of Atlantic City to operate a radio broadcast station on 1100 kc. with 5 kw. power, specified hours, in Atlantic City, but in substance and effect involves request for authority to establish a radio broadcast station to operate on the frequency 1100 kc. with 5 kw. power unlimited time in New York City.

Los Angeles Parallel

It was with this ruling that opposing stations appear to find most fault. That was because the FCC on June 21 in a decision and order involving the sale of KEHE by Hearst Radio to Earl C. Anthony Inc., for $400,000, had denied the Anthony application to sell KECA, his second station, for $97,000 subject to its removal to San Diego [BROADCASTING, July 1].

Several attorneys expressed the view that the Commission's ruling in the KECA matter was diametrically opposite that in the WPG case, particularly since it said it had no jurisdiction over the sale of the WPG equipment at the $275,000 figure.

The FCC stated further in its WPG conclusions that insofar as the application for construction permit is concerned, "no opposition has been filed by any party whose interest would be adversely affected by the granting of the application." It was likewise apparent that the protesting stations would take issue with that conclusion, on the ground that they had protested vigorously the operation of a new fulltime station in New York, by whatever term the facility might be described.

The final paragraph of the Commission's conclusions held that the granting of the Bulova application would serve public interest and that it should be authorized to commence operation of the new full time station "upon the surrender for cancellation by the City of Atlantic City for the license of WPG."

Record in Grants Of New Stations Is Made by FCC

Eleven Locals Authorized in Closing Docket for Summer

THE LARGEST number of new station grants ever authorized at one sitting by the FCC was announced after its July 12-13 meetings. Eleven local outlets, all but one in communities now without stations, and all assigned to local channels, were authorized for construction. For the most part the grants were made without previous hearings, although two involved action on examiner's reports held over from the former system of hearings.

That the Commission intends to continue to authorize new locals on a generous scale, is indicated by the fact that thus far this year 29 CP's for new stations have been issued. For all of last year the number was 52. These do not include "proposed findings" approving new outlets, three of which were issued at its July 12-13 meetings.

The new stations granted at the meeting, which winds up the Commission's summer docket, will be located in Sarasota and Fort Lauderdale, Fla.; Brunswick and Moultrie, Ga.; Fort Dodge, Ia.; Salem, Mass.; Hastings, Neb.; Sumter, N. C.; Greenville, S. C.; Victoria and Plainview, Tex. "Proposed findings", which are equivalent to grants but require later ratification if no onbjections are raised to the proposed decisions, approved new stations in Spartanburg, N. C.; Suffolk, Va., and Grants Pass, Ore.

Two Each in Fla., Ga.

The Sarasota station will be licensed to WSPB Inc., which presumably will be its call letters. It was assigned 100 watts night and 250 day on 1420 kc. Its stockholders are S. C. Hutcheson, miller, 32%; R. C. Jones Jr., merchant, 32%; S. H. Campbell Jr., wholesale oil distributor, 32%. All are residents of Chattanooga, Tenn. C. L. Babcock, retired, of Punta Gorda, owns 2% of the stock, and Clyde H. Wilson, Sarasota attorney, 2%. The station at Fort Lauderdale, Fla., was assigned 100 watts night and 250 day on 1370 kc. Its licensee will be Tom M. Bryan, contractor and real estate man.

The new station at Brunswick, Ga., will operate with 100 watts at night and 250 day on 1500 kc. Licensee will be the Coastal Broadcasting Co., 98% owned by Alma W. King, city manager for three local theaters. The station at Moultrie, Ga., was assigned 100 watts night and 250 day on 1370 kc. Its licensee will be Frank R. Pidcock Sr., for the last 40 years a railroad man, who is listed as executive vice-president of the Georgia Northern Railroad.

Ft. Dodge and Salem, Mass.

The Fort Dodge, Ia., station will operate with 100 watts night and 250 day on 1370 kc. Licensee will be the Northwest Broadcasting Co., comprising a group of local business men headed by Edward Breen, attorney, and president of the cor-

(*Continued on Page 86*)

'Censorship' Hearing

(*Continued from page 17*)

sorship", Mr. Ballard asserted that the international broadcast rule action conflicted with this observation. He said the question, from the Union standpoint, was whether there resides in the rule as written the potentialities of program censorship.

Under the procedure established by the Commission for the hearing, arguments of counsel would be heard following presentation of direct testimony and cross-examination of witnesses for the ten groups which filed appearances.

On behalf of Westinghouse, and of WIOD, Miami, which has an international adjunct, Horace L. Lohnes, Washington counsel, declared that in view of the Commission's statement on the censorship issue, Westinghouse would not present testimony. He then joined in the Sherley motion for the change in language.

Commissioner Thompson asked the attorney whether any effort to censor Westinghouse international station programs has been made since the rule became effective. Mr. Lohnes declared the station has operated very much in the same fashion but felt that the balance of the rules, which were not under discussion in the current hearings, worked to the detriment of international stations. Commissioner Thompson observed that he "just wanted to be sure" that there had been no evidence of censorship by the Commission since the rule became effective.

No Restraint

Rev. Curran delivered a sharp statement supporting the rules and attacking commercial broadcasting, the NAB, and all other opposition. When General Counsel Dempsey sought to check this line of testimony, asserting that it did not meet the issues at the hearing, Mr. Sherley said he hoped there would be "no restraint on freedom of speech by the present speaker".

Declaring that the rules should be retained as written, Rev. Curran attacked the "false and malicious statements" of those interested "in dollars". He questioned the "Americanism" of certain of the objecting groups, and said that as an American citizen he could not understand how there could be any objection to the rule.

NAB's argument against the rules, Rev. Curran declared, "falls to the ground" because commercial broadcasters "exercise complete censorship" of everything broadcast. He said he had been forced to delete the name of a "leftist" by NBC, and on another occasion was prevented from mentioning the name "of a particular racial group". Declaring the international rule had developed "strange bedfellows" he made reference to the combined efforts of NAB and Civil Liberties Union to change the rules.

When NAB President Miller took the witness stand, Commissioner Thompson immediately began his examination of the circumstances surrounding the writing of the letter of protest to the Commission. It was Commissioner Case who inquired whether the international stations were NAB members as such, and Mr. Miller pointed out that there was no classification for that type of station but that a change in bylaws was planned. He declared, however, that standard long-wave broadcast stations of most of the international broadcast stations were NAB members and that therefore the association could act as their representatives with complete propriety. It was then that Commissioner Thompson sought to ascertain whether Mr. Miller had procured the approval of the NAB membership as a whole or of the board of directors.

[The NAB executive committee, meeting in Atlantic City July 9, unanimously approved President Miller's letter and his action in the international broadcast matter. The NAB membership, on the closing day of the convention July 13, adopted a strong resolution commending President Miller and fully supporting his action.]

WHEN newsboys from Cincinnati's three newspapers took part in a Newsboys Calling Contest over WKRC the other day, they vied for cash prizes and their volume was indicated by this specially built machine rigged up by Jack Tiffany, chief engineer. The broadcast took place in downtown Tiffany Square.

Prefers Conferences

Mr. Miller testified that he had no intention of embarrassing the Commission in writing the letter of June 3. He said he personally felt that better results always can be procured across the conference table. Moreover, he pointed out that his public statements during the past year have been few.

He said that when the rule was made public May 23, he was in the process of gathering information on international broadcasting, in the hope of discussing the matter with the Commission.

When Mr. Miller disclosed he had been advised that a rule was being drafted the day before its release, Commissioners Thompson and Payne pursued this point seeking to ascertain where the information was obtained in advance. Mr. Miller said he recalled that Ed Kirby, NAB public relations director, had given him the information. Commissioner Thompson requested that Mr. Kirby be called as a witness.

After the noon recess, the FCC continued its questioning along the same line, stressing the point of Mr. Miller's authority to represent the broadcasters concerned and asking him for opinions on various statements and recommendations made by Mark Ethridge, former NAB president and other radio spokesmen at hearings last year before the Congressional committees considering bills to set up a government - operated shortwave station.

Counsel, Witness Angered

Questioning and statements of counsel climaxed late in the day when Mr. Sherley alluded to "star chamber proceedings" and declared, "The courtesy shown the witness is rather conspicuous by its absence." He continued by declaring that it was also unfair to place an objector to the form of a rule in the position of opposing the objectives of the rule, as he claimed was being done. Also commenting on this matter, which brought FCC members to the edge of their chairs, Mr. Miller said, "I have certain rights as a private citizen and NAB president for which I have the right to fight here or anywhere else without being made to appear as doing any discourtesy to a public official."

As BROADCASTING went to press, the proceedings were adjoruned to July 15 with Mr. Miller still on the stand.

* * *

Order Issued July 6

The FCC's second refusal to grant a hearing postponement came July 6 when it announced that it had denied the petition of seven international broadcast station licensees to postpone the hearing until Sept. 5, enlarge the scope of the hearings to include all of the international rules, and suspend the effective date of the rules until after the hearing.

The FCC took the same action on the petition of the NAB, filed June 24. The Commission said it had concluded to confine the July 14 hearing to the simple issue directly designated in the petition of the Civil Liberties Union. The licensees, it added, will have ample opportunity to be heard subsequently on any other issues in the rules as adopted, should they desire a hearing in the fall.

In its orders, the Commission said the petitions were denied without prejudice to the filing of petitions requesting a hearing upon or a reconsideration of the Commission's rules or regulations applicable to international stations.

The appearance and petition for licensees was filed on behalf of CBS, NBC, Crosley, General Electric, Isle of Dreams Broadcasting Corp. (WIOD), WCAU and Westinghouse.

Reaction in Congress

In addition to the resolution introduced by Rep. Corcoran [page 17] designed to kill the international rule, there were other repercussions in Congress. Rep. McLeod (R.-Mich.) in an address in the House July 12 sharply attacked the FCC hearing action and declared that the agency did not deserve any consideration. He received an outburst of applause when he observed "we must indict them for what they are—usurpers, law violators, and worst of all, violators of their solemn oath to uphold the Constitution of the United States."

Stating no one could make him believe that the Commission did not know that it was "imposing cencorship of the rankest kind and that it fully intended to impose such censorship," Mr. McLeod declared that every time its fingers tightened about the throat of the radio industry "an enlightened public defeated its purpose." He added that this "thoroughly discredited Federal body imposes drastic censorship, which will, if allowed to stand, destroy the American system of broadcasting and substitute therefor the Hitler system, the Mussolini system and the Stalin system." "Its action, he declared, was in flagrant violation of the Federal Communications Act.

Mr. McLeod pointed out that resolutions for investigation of the FCC are pending in both Houses of Congress. He expressed the hope that before adjournment one of these resolutions would be reported out and that a committee of the House "will be authorized during the recess to probe into the unhealthy conditions existing at the FCC." "And I hope further," he added, "that if this body does not immediately rescind these Nazi international broadcast regulations that its members be removed from office at once."

WFIL

PHILADELPHIA

announces the appointment of

GEORGE H. JASPERT

as SALES DIRECTOR

National Representative

EDWARD PETRY & CO.

Four Stations Get Better Facilities

Power Increases, Full Time Among Grants July 12-13

FOUR stations won improved facilities by action of the FCC at its July 12-13 meetings. WCOU, Lewiston, Me., was authorized to increase its daytime power on 1210 kc. to 250 watts. KRBA, Lufkin, Tex., a 100-watt daytime station on 1310 kc., was boosted to 250 watts but continues daytime operation only. KROY, Sacramento, Cal., was boosted from daytime to fulltime operation, using 100 watts on 1210 kc., and the same was granted WHMA, Anniston, Ala., on 1420 kc.

In proposed findings requiring later ratification if no objections are raised, the FCC entered an order approving a change in facilities for WJAC, Johnstown, Pa., from time-sharing with WFBG, Altoona, on 1310 kc., to fulltime operation with 100 watts night and 250 day on 1370 kc.

Other Facilities Granted

Other proposed findings approved the following:

KAND, Corsicana, Tex. — Fulltime with 100 watts on 1310 kc. in lieu of its present part-time.

KPLT, Paris, Tex. — Change from 250 watts daytime on 1500 kc. to fulltime operation with 100 watts night and 250 day on same frequency.

WHDF, Calumet, Mich. — Fulltime on 1370 kc. in lieu of specified hours, with 100 watts night and 250 day. In same decision, application of Lane J. Horrigan for part-time station with same facilities in Hancock, Mich., adjoining Calumet, was denied.

Denied in final form was the application of WFBR, Baltimore, for a satellite station at Frederick, Md. to operate in synchronization with WFBR on its 1270 kc. frequency, using 10 to 100 watts power. Proposed for denial was an application of KRRV, Sherman, Tex., for 1,000 watts fulltime on 880 kc. in lieu of its present daytime assignment of 250 watts on 1310 kc. KOCA, Kilgore, Tex., was denied a petition for rehearing of its application for a shift from 1370 to 1340 kc. and a change in power and hours of operation from 250 watts daytime only to 1,000 watts fulltime.

New Kentucky Local

WITH Lee B. Jenkins, tobacco broker and farmer of Kinston, N. C., as principal stockholder, a new 100-watt night and 250-watt day station on 1310 kc. in Bowling Green, Ky., has been authorized for construction by the FCC. Mr. Jenkins, who will be secretary-treasurer of the Bowling Green Broadcasting Co., owns 90% of the stock. Five per cent each is owned by Rayburn R. Rose, real estate man, president of the concern, and Ennis P. Harris, tobacco warehouse owner, vice-president. Messrs. Rose and Harris are Bowling Green residents. Call letters will be WLBJ.

SALES AFFILIATES, New York, has appointed Grey Adv. Agency, New York, for its new product, Wisk hair remover. Radio may be included later in advertising plans.

CHILDREN LIKE ADULT PROGRAMS

New York Survey Shows That Youngsters Are Close Followers of World Events

CHILDREN over ten years of age are not as vitally interested in the juvenile radio programs prepared especially for them as they are in adult programs such as newscasts, sports broadcasts and quiz programs, according to a recent survey conducted by Youthbuilders Inc. among 3,000 New York City school children, aged 10 to 15 years.

General conclusions of the survey showed the children to be close followers of world events, many of them expressing marked personal opinions with the desire to discuss these opinions among themselves or on forum broadcasts. With this preference in mind, Youthbuilders has been experimenting for the past six months with its *Youth Forum* broadcasts on WNYC, New York municipal station, allowing children to take part in the discussion of current political or international questions and issues suggested by the radio audience.

Satisfying Mothers

Such a program, according to Sabra Holbrook, executive director of Youthbuilders, seems to appeal to the children as well as to mothers who have complained of the bad psychological effect most juvenile programs have on children. A second remedy for this parental dislike of "harmful, blood and thunder" programs, Miss Holbrook stated, is the practice of having a child psychologist attend all meetings of sponsors and agencies during which scripts are planned, as done by Wander Co. for the *Little Orphan Annie* program, thus giving the mother "a sense of security about the program to which her child is listening."

Improved communication facilities, especially radio, have made children today much more interested in adult questions than in past generations, Miss Holbrook continued, an interest which is further encouraged by a more adult type of training in schools. The survey, for instance, revealed that 92% of the children listen regularly to news broadcasts, with 10% listening more than once a day. The newscasts, along with *The Lone Ranger* and *Gangbusters*, were the most popular programs among all age groups participating in the survey with the dramatized news program *Five-Star Final*, sports, jazz, Charlie McCarthy and *Dick Tracy* following in that order.

High up among the favorite programs were *We the People*, Jack Benny, *Hobby Lobby*, *Lux Theatre* and *Calvacade of America*, while 76% answered that they would listen to a *Youth Forum* program such as the one with which Youthbuilders has been experimenting and 45% would take part in such a program by sending in questions for discussion and by voting on which side presented the better argument.

Eleven New Locals Authorized

(Continued from Page 84)

poration, who with Allen R. Loomis, secretary-treasurer, a local creamery executive, holds 58% of the common stock.

The Salem, Mass., outlet will be a fulltime 100-watter on 1200 kc., licensed to North Shore Broadcasting Co. Chief executive and stockholder is Charles W. Phelan, formerly with the John Shepard 3d radio interests as Yankee Network sales manager, with Mrs. Phelan and Edward F. Flynn, attorney, as qualifying stockholders.

Lloyd Thomas' Station

Hastings, Neb., original home of what is now KYW in the early days of radio under Westinghouse operation, gets a 100-watt night and 250 day station on 1200 kc., the licensee to be the Nebraska Broadcasting Co. Chief stockholder is Fred A. Seaton, publisher of the *Hastings Daily Tribune*, and a stockholder and promoter of the venture is Lloyd Thomas, who once managed the Westinghouse station at Hastings, later became an NBC official, and until recently was manager and part owner of WROK, Rockford. Mr. Thomas will manage the Hastings station.

In granting the application of 22-year-old J. Samuel Brody, son of a local dry goods merchant, for a new 100-250 watt outlet in Sumter, N. C., the Commission at the same time denied an application by WIS, Columbia, S. C., for authority to erect a satellite station at Sumter to operate synchronously with WIS on its 560 kc. frequency with a daytime power varying from 10 to 100 watts.

J. J. White, local automobile man, doing business as the Greenville Broadcasting Co., was granted the new station in Greenville, S. C., to operate with 250 watts daytime on 1500 kc. In the same decision the Commission dismissed on request of applicant the application of Nathan Frank for the same frequency, but with 100 watts fulltime, in New Bern, N. C.

Two More in Texas

Texas gets new outlets in Victoria and Plainview. The Victoria station will operate with 100 watts night and 250 day on 1310 kc. The Commission last April 10 denied this application, which was heard by an examiner under the old system of considering applications, but it set aside its order and granted the station to Radio Enterprises Inc., owned chiefly by Fred W. Bowen, oil operator; Charles C. Shea, attorney, with Walter T. Martin, radio advertising man, as a stockholder. The station at Plainview will operate with 100 watts daytime only on 1200 kc. Its licensee will be W. B. Dennis, who is in the radio service business in Granbury, Tex.

Proposed New Grants

In "proposed findings of fact and conclusions", which require later formal action by the Comission, new stations were approved for the Spartanburg Advertising Co., Spartanburg, S. C., 100-250 watts on 1370 kc.; Suffolk Broadcasting Corp., Suffolk, Va., 100-250 watts on 1420 kc.; Southern Oregon Broadcasting Co., Grants Pass, Ore., 100 watts fulltime on 1310 kc.

Vatican Tribunal Grants Plenary Indulgence for Broadcast Benedictions

THE Vatican's Sacred Apostolic Penitentiaria, the tribunal that grants absolution and dispensations, decreed July 12 that Catholics listening to broadcasts of the apostolic benediction *urbi et orbi* (to the city and the world) shall henceforth benefit by the plenary indulgence that follows the benediction to the same extent as those physically present at the ceremony, according to a Rome dispatch to the *New York Times*. The indulgence, which cleanses of all sins, will not be limited hereafter by distance. The Vatican has long operated its own international shortwave station, the gift of the late Senatore Marconi, inventor of wireless.

This decree, which the Holy See expects will be greeted with jubilation by Catholics all over the world, was issued at Pope Pius's request, the *Times* reported.

"Vatican circles said the Pope, who is just as modern in his views as his predecessor, was 'desirous that the scientific progress of our time may be used to improve and preserve the health of souls.'

"This means that Catholics in the United States, kneeling before their radios, will be allowed to participate in that thrilling moment when the Pope, after having celebrated Pontifical mass, appears on St. Peter's balcony, surrounded by his court, and, slowly raising his hand, blesses Catholics massed in the square below."

New Florida Station

PANAMA CITY, Fla., a community of slightly more than 5,000 population, located in northwestern Florida on the Gulf of Mexico just 92 miles south of Dothan, Ala., has been allocated a new local broadcasting station by action of the FCC June 27. It authorized the Panama City Broadcasting Co. to construct a 100-watt night and 250-watt day outlet on 1200 kc. Principals, each holding one-third interest, are Phillip A. Roll, attorney, president; E. D. DeWitt, retired newspaper broker, vice-president; W. J. Cook, Ford dealer and bank vice-president, secretary-treasurer.

Plant Food's Plans

K E M LABORATORIES, Jersey City, which since May 20 has been testing five times weekly participations in the *Polly Shedlove* program on WHN, New York, to promote its liquid plant food recently put on the market, will increase the use of radio late this summer along with expansion in other media as the scope of distribution for the product is increased. Radio plans will not be announced till late in August. Williams & Saylor New York, places the account.

Radio At Its Best

- Without tax, license or dues, repaid only by support of their products, advertisers give the people of America the finest radio programs in the world.

Advertising dollars invested on these Montana Stations bring greater returns per dollar invested because here advertising content of programs is limited so as to insure greater listener interest.

Maximum Commercial Copy

Chain break announcements	30 words
Spot announcement	100 words
Number of words per 15 minute program	250 words

One announcement NEVER follows another announcement.

No anouncement programs

The Listener Has Found The Best In Radio On:

KGIR Butte

Montana's Largest City

KPFA Helena

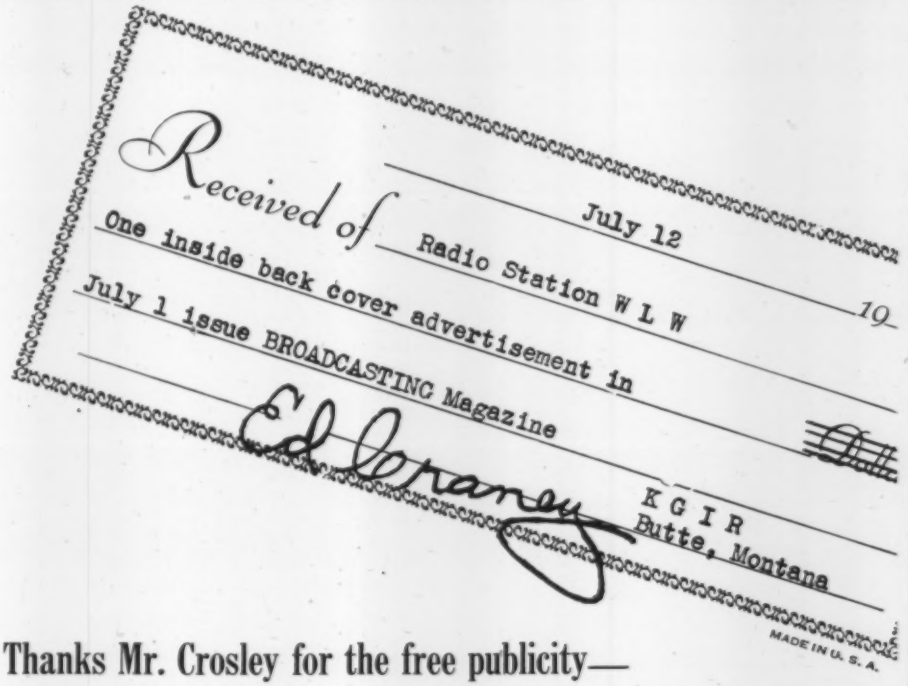
Montana's Capital City

Advertising dollars spent in this area, when invested on these stations return large dividends.

Available under a single contract

GENE FURGASON & CO.

Representative



Thanks Mr. Crosley for the free publicity—

BUT—

Publicity was *not* the idea behind our advertisement in the June 15th BROADCASTING. If you *really* want to know, we will be glad to publish some of the reasons in this magazine. All of them would take more pages than we have money to spend. We believe our advertisement did a very great service, not for us but for the entire radio broadcasting industry. By this time Mr. Crosley, your Rev. Cadle (who has been hoofing it around the Senate in Washington for your benefit) should be able to give you some idea of just how great this service really was.

Ed Craney

NAB Among the Exhibitors

STANDARD Radio's partners, Milt Blink (left) and Jerry King, contemplate a newly signed contract.

TAX-FREE LIBRARIANS at their NAB convention displays. In left photo, Cy Langlois (left) is discussing with Ralph Wentworth, his partner in the Langlois & Wentworth firm, the vagaries of popular music. In right photo are representatives of the new Davis-Schwegler library firm (l to r) Ted Turner, Christian Phillips and Carl Haverlin.

ASSOCIATED Music Publishers has Dr. D. G. Young, WDGY, Minneapolis (right) considering a deal. In the group are (l to r) Myron Elges, M. E. Tompkins, John Mayo and Ben Selvin.

THESAURANS and visitors at NBC Thesaurus exhibit (l to r) are R. Thomas, NBC; H. R. Carson, All-Canada Radio Facilities Ltd.; Lloyd Egner, NBC; Ted Steele, NBC; Guy Herbert, All-Canada; Charles Hicks, WXYZ, Detroit; Frank Chizzini, NBC.

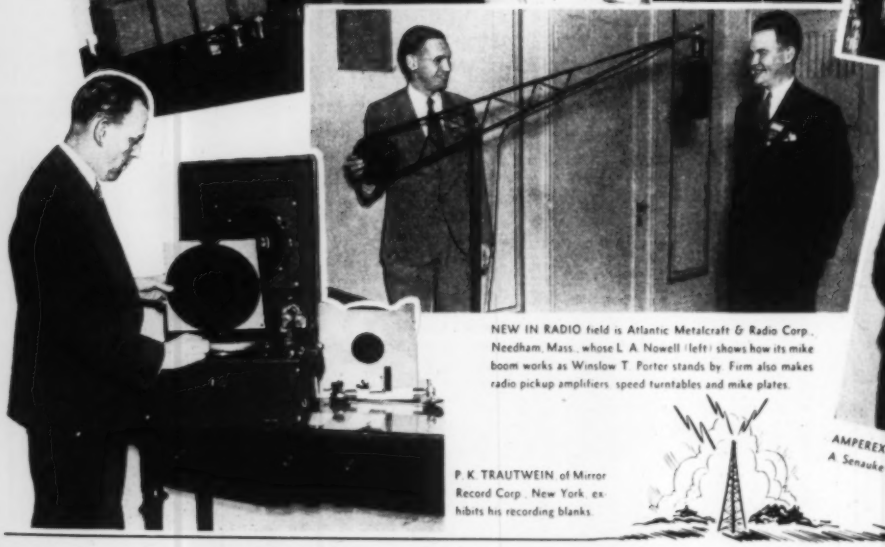
RECORDERS show their wares. In left photo E. C. Powell, general sales manager of Presto, and Tom Aldrich, New York salesman. In right photo (l to r) are Fairchild's exhibitors (l to r) R. H. Lasche, C. V. Kettering, B. H. Collins, Lewis Windmuller.

S. L. BARAF, of United Transformer Co., displays his line

THORDARSON'S exhibit of transformers and amplifiers is in charge of Roy Davy, over from Chicago.

SOLA ELECTRIC'S C. H. Humes shows his company's constant voltage transformer.

ALLIED RECORDING PRODUCTS Co. has W. A. Savory (left) and H. L. Eitelbach on hand to demonstrate its recording machines.



NEW IN RADIO field is Atlantic Metalcraft & Radio Corp., Needham, Mass., whose L. A. Nowell (left) shows how its mike boom works as Winslow T. Porter stands by. Firm also makes radio pickup amplifiers, speed turntables and mike plates.

P. K. TRAUTWEIN of Mirror Record Corp., New York, exhibits his recording blanks.

AMPEREX ELECTRONICS Products has N. Anton, A. Senauke and S. Norris on hand.

NAB Takes Action on Code, ASCAP

Plans Special Meeting During September On Copyright

(*Continued from page 14*)

& Hour Administrator, while they might be appealed and possibly reversed by the courts, nevertheless would not become retroactive in event of reversal. President Miller emphasized the significance of this statement.

Dr. John W. Studebaker, U. S. Commissioner of Education, and Dr. Leonard Power, research director of the Federal Radio Education Committee, both briefly reviewed different phases of the activities and program of FREC [See page 21]. In the absence of Orrin E. Dunlap Jr., radio editor of the *New York Times*, who was unable to make a scheduled appearance because of illness, his previously prepared discussion of the future effect of television and facsimile on standard broadcasting was read at the convention by Edward M. Kirby.

Advertising Bans

Without a word of floor debate, at its closed session July 12, the convention unanimously adopted the resolution embodying clarification of the phrase "accepted standards of good taste" as set forth in the basic code. These listed 13 "taboos", specifying types of advertising which stations shall not accept. The only speakers on the subject were members of the Program Standards Committee, Messrs. Glade, Hollister and Bill, who outlined briefly the reasons for the resolution [see page 9].

The resolution specified that member stations shall not accept advertising of liquor, remedies or products the sale of which violate the law; fortune-telling and similar programs; school offers of questionable merit; matrimonial agencies; homework offers except by firms of unquestioned responsibility; "dopester", tip-sheet and track publications; all forms of speculative finance; cures and products claiming cures; false, deceptive or grossly exaggerated advertising claims; copy which describes repellantly, any functions or symptomatic results of disturbances, and the like; unfair attacks upon competitors; misleading statements of price or value, or misleading comparisons.

Norton Uncontested

Because many members left the convention following copyright action July 12 and the banquet that evening, difficulty was encountered in setting a quorum for the closing session July 13. It adjourned before noon after reading several reports and voting resolutions brought in by the Resolutions Committee.

The election of Mr. Norton as a regional director was uncontested when his nominated opponent, Don Searle, formally withdrew. Mr. Searle said the pressure of work in Omaha and Lincoln, which he assumed a year ago as general manager of Central States Broadcasting Co., required his undivided attention during the coming year. In asking for a "rain check", Mr. Searle said he hoped he would be honored later with an opportunity to serve. Praising Mr. Norton, who he said had done a great deal of work during the last year, Mr. Searle said he deserved "unanimous election".

The report of the committee on affiliation of State organizations with the NAB, headed by W. Walter Tison, WFLA, recommending circumstances under which they should be admitted to membership, was referred to the board upon motion of Mr. Shepard, who opposed certain provisions. Mr. Shepard held that whereas the recommendation was that at least 25% of the stations of the State association be members of the NAB to warrant affiliation with the NAB, he felt the percentage should be substantially larger.

Joe Marty, executive secretary of Radio Servicemen of America, outlined a plan for cooperation between broadcasters and servicemen under which guaranteed repair service would be rendered, with broadcasters promoting the service.

Audience Check

His plan included a unique method of checking audience reactions, since the serviceman is in a position to ask questions while handling repairs. Surveys already conducted by IRS, he said, disclose that many sets are out of operation, resulting in coverage loss. Last June the percentage in Chicago was 33, he said. The listening public, he declared, is prone to blame the broadcaster for everything, and never attributes bad reception to his set because that would reflect upon his own judgment and he is disinclined to admit it.

Asserting that the serviceman is in a position to take broadcasters "off the spot", Mr. Marty contended he is the only "invited guest" in the radio industry who enters by the front door. Because his advice is asked, and is freely given, he is in a position to serve as a goodwill ambassador, he said. The station makes the listener want to listen, he pointed out, and servicemen "keep him listening".

Mr. Kirby outlined the results of the joint NAB-RMA promotional campaign and said it was planned to line up a new department to undertake this work, possibly under the NAB banner alone.

While details have not been worked out, Mr. Kirby said it was planned, in connection with the change from daylight time, to seek the cooperation of radio advertisers in promoting the new Fall programs. Point of purchase material, wrapper promotion and other means of expanding the desire of listeners to listen more are contemplated.

Annual Accounting

As a second plan, he mentioned the "Radio's Annual Report" proposal, under which all radio, coordinated through NAB on New Year's Day, would give an accounting of its stewardship. This is in line with the campaign to promote radio by radio.

Mr. Kirby read to the membership telegrams received from women's organizations praising the revised self-regulation code as a forward step. Among these were Lucy R. Milligan, radio chairman, General Federation of Women's Clubs; Mrs. William Corwith, National Radio Chairman, American Legion Auxiliary; Dorothy M. Lewis, national radio chairman, National Society of New England Women, and Sidone Matsner Gruenberg, director, Child Study Association, and chairman, Parent Education Committee, National Advisory Council on Radio in Education.

Arthur B. Church, chairman of the NAB Research Committee, offered a resolution recommending to the board of directors the reentry of NAB in the service of reporting monthly broadcast advertising revenue in detail. Unanimous action was taken. A similar proposal had been voted down, 9 to 6, by the outgoing board at its meeting July 9.

The Church committee resolu-

All for ASCAP

BOB HALL, well-known stage and radio entertainer, provided one of the highspots in the entertainment at the NAB convention banquet July 12 when he ad libbed an account of the pressing ASCAP situation in words and music. Chanting his rapid-fire commentaries on everything from preceding numbers on the program to personages seated at the speaker's table, Hall drew hearty guffaws as he concluded, "The Society gets 5%, and now they want 10%; so for your information, why not give them your stations."

SMILING Steve Early, White House secretary, was greeted by Quaker Maid hostesses Betty (left) and Eleanor Grey of WFIL, Philadelphia, just before he made his convention speech.

Studebaker Tells of Educators' Work In Improving Programs; Hails New Code

THE MOST desirable "freedom" from an educational viewpoint is "freedom to the learner to learn" rather than "freedom to the teacher to teach", and that principle is the underlying concern of the Federal Radio Education Committee, made up of broadcasters and educators, Dr. John W. Studebaker, U. S. Commissioner of Education, told NAB members at a general convention session July 12.

Observing further that the people's confidence in the art leads to greatest successes in broadcasting as well as any other undertaking, he hailed the NAB code as a wise step toward self-regulation, a step which also must be learned by educational and non-profit groups in cooperating with the radio industry.

Laying a Foundation

The FREC is "taking plenty of time to lay a solid foundation for the solution of our common problems", Dr. Studebaker commented, adding that its activities are directed at creating school radio facilities that would justify educators' requests for radio time. He briefly outlined the organization and research and script exchange functions of the FREC before turning the discussion over to Dr. Leonard Power, project director of the FREC, for a detailed review of its research principles and activities.

Studying "ear appeal" for radio, like "eye appeal" has been studied for visual advertisers and visual media, the trained psychologists, sociologists and educators on the FREC research staff are "the social engineers of the radio industry studying radio as a social phenomenon", Dr. Power said. With this listening research centering at Princeton U., another staff at Ohio State U. is evaluating broadcasts planned for use in schools, he explained, along with other studies and the educational script exchange directed from the Office of Education.

"Our study of cooperation between radio stations and local non-profit groups which use station facilities has some important sociological implications," he declared. "On the network level we find that many national organizations, through radio committees, are co-sponsoring excellent sustaining programs. The success of these programs has implications for the American way of broadcasting. Those who believe in democracy also believe that the pooled wisdom of voluntary associations and broadcasters who are jointly creating programs is superior to bureaucratic creations, and we know that democratically conceived and administered broadcasts retain a more desirable responsiveness to the listeners.

"Coming down to the local level, the principal problem seems to be that of raising program standards so that local civic programs are airworthy, at least to the extent that the listener does not reach for the little knob when these programs are announced. It is a proper function of education to improve the air-worthiness of local programs."

RCA EQUIPMENT crew demonstrated complete sight as well as sound equipment at NAB exhibit, and was headed by I. R. Baker, chief of transmitter sales. Seated (l to r) are W. M. Witty, R. P. May, D. A. Reesor, P. V. Lutz, A. R. Hopkins, J. P. Taylor, S. W. Goulden, Harold C. Vance (in charge of facsimile). Second row: Ben Adler, G. W. Kimball, C. W. Slaybaugh, J. D. Colvin, A. N. Curtiss, W. L. Garnett, C. M. Lewis. Back row: W. L. Lyndon, W. P. Dutton, Tom Hall, B. W. Robbins, Ted Smith (in charge of television), E. M. Washburn, E. S. Winlund.

Crossley NAB Survey

AN ACTUAL listener survey by telephone was enacted for the first time at an NAB Convention by Crossley Inc. when, on July 12, delegates were invited to listen-in on extension phones while calls were in progress.

Other features of Crossley survey operations were in operation, including mechanical recorders metering the use of sets. Archibald Crossley, president of Crossley Inc., was in charge.

Broadcasters See Fair

A GROUP of 230 broadcasters, including families, visited the World's Fair in New York July 14 as the guests of Grover Whalen and Dr. John S. Young, director of radio and television. The invitation was extended through Dr. Young at the NAB convention. A whirlwind special tour of the fair, together with dinner at Perylon Hall, and other special events were staged for the radio delegation.

tion emphasized the importance of information of this character within the control of the NAB. It was recited there is no need now to fear misuse of gross revenue information, since actual income figures are now prepared by the FCC on a yearly basis. This FCC information will serve to correct any false impressions, the resolution continued, and the revival and expansion of the NAB index is desirable in the industry. If the information is gathered by NAB, it will be in a position to specify what information may be released. The industry thus would be in a position to control its own figures "and not have them subjected to handling by outside agencies where misrepresentations are likely to occur", said the resolution, and centralization in the NAB would lessen the need for special questionnaires.

Adopt Resolutions

In quick order, under the hammer weilded by Chairman Carpenter of the Resolutions Committee, the convention adopted a series of resolutions in which those commending President Miller for his action in the abortive international rules controversy, and the three-year license plea were most significant. Other resolutions thanked convention speakers, gave President Miller and his staff a unanimous express of appreciation "for their loyalty, cooperation and whole-hearted support during the year", and otherwise expressed gratitude for service and courtesies during the convention.

The international rule resolution chronologically recounted the events leading up to the demands for hearings on the rule, to modify its language and remove the objectionable features. Because the FCC, or at least certain of its members, became indignant over the NAB attitude, the unanimous vote was particularly significant. The resolution concluded that the membership affirms and believes that the statements contained in Mr. Miller's original letter "constitute a fair and accurate expression of the fundamental issues involved" and then commended him for his "prompt and vigilant action in calling to the attention of the Commission and the public the fact that the regulations governing international broadcasting stations, as drafted, contained elements of a genuine threat to the right of free speech by radio communication, not only in the operations of international broadcast stations, but in the domestic field as well."

Finally, the resolution expressed the hope that the Commission, following the hearing on the regulation, "through appropriate revision or modification" will make it clear that it could not in any way be construed or interpreted "to abridge in any manner the fundamental right of free speech by means of radio communication."

The three-year license resolution expressed commendation of the action last month of the FCC in extending licenses from six months to a year, declaring it will contribute to the stability of the industry and enhance the opportunity for increasingly better public service. But it went further by resolving that the NAB should continue its efforts to obtain the maximum-length licenses for three-year terms as permitted under the law. Copies of the resolution were ordered sent to the FCC membership "as an expression of appreciation of the confidence which the extension of the license period evidences."

Believe It or Not

AT 6:14 p.m., July 12, during the NAB conventoin, Lloyd Thomas, chairman of the National Committee of Independent Broadcasters and former head of WROK, Rockford, Ill., resigned his post because he no longer was actively engaged in station operation. He was unanimously elected executive secretary. At 6:58 p.m. he received a phone call from Washington informing him that the FCC had just granted his application for a new local station at Hastings, Neb.

Independents Enlarge Committee, Name New Committeemen; Music Group Picked

THE National Committee of Independent Broadcasters was enlarged from 9 to 17, representing each district of the NAB, at meetings held during the NAB's Atlantic City convention.

Lloyd Thomas, general manager of a newly-granted station at Hastings, Neb., and former head of WROK, Rockford, Ill., resigned the chairmanship of the committee after serving nearly two years, but became executive secretary. H. A. Lafount, WOV, New York, automatically succeeded to the chairmanship from the vice-chairmanship. A new chairman and executive committee of five will be selected at the first meeting of the committee.

Twelve committeemen were selected during the closing meeting of the NIB, including seven holdovers. The remaining five will be appointed by the executive secretary after consulting NAB board members from the districts still open.

Reelected were: District 1, Stanley N. Schultz, WLAW, Lawrence, Mass.; District 2, H. A. Lafount, WOV, New York; District 3, Frank R. Smith Jr., WWSW, Pittsburgh; District 4, H. Bliss McNaughton, WTBO, Cumberland, Md.; District 7, Jack R. Howard, WCPO, Cincinnati; District 10, Edgar Shutz, WIL, St. Louis; District 11, Gregory Gentling, KROC, Rochester, Minn.

Newly elected were: District 13, James R. Curtis, KFRO, Longview, Tex.; District 14, Frank E. Hurt, KFXD, Nampa, Ida.; District 15, Arthur Westlund, KRE, Berkeley, Cal.; District 16, Leo Tyson, KMPC, Los Angeles; District 17, T. W. Symons Jr., KXL, Portland, Ore.

Music Committee

Created as an emergency group to represent independent broadcasters during negotiations with the musicians' union in 1937, and never officially within the NAB, the NIB moved to petition the NAB board to recognize its existence within the association.

Major issues during the several sessions were copyright and the threat of "push-button" sets. The proposed code was given scant group consideration beyond the overwhelming sentiment for adoption.

Following a report by John Elmer, WCBM, Baltimore, on the results of a copyright survey among independent stations which he recently had completed, the independent broadcasters passed a resolution favoring payment to ASCAP on the basis of programs as used, with clearance and payment at the source.

Hit Push-Button Sets

The "push-button" type of receiving set received severe criticism. Averaging only four buttons per set, and generally excluding the independent stations, push-button sets would, according to a resolution passed by the NIB, "in five years at the present rate of replacement seriously reduce the possible listening audience of the independent stations, thereby causing inestimable damage to the independent broadcasters through the loss of advertising revenue." The resolution further stated that continuation of the sale and distribution of push button sets by members of the RMA constituted an unfair trade practice and a monopolistic condition in the broadcasting industry. Unless a satisfactory solution to this problem is secured by the RMA, warned the resolution, the matter would be brought to the attention of the proper governmental agencies.

The NAB convention adopted a motion by Walter J. Damm, WTMJ, Milwaukee, that the resolution be referred to the board for future action in view of the absence of a representative vote at the concluding session.

WHEN NAB conventioners observed that William Fay, general manager of WHAM, Rochester, was not present for the first time in years, inquiries were made of his chief, Edward A. Hanover, executive of Strombert-Carlson, station owners. It was revealed that Mr. Fay, even though he's more than passed his majority, was confined to bed with chocken pox.

Official Registration of Delegates and Others at NAB Convention in Atlantic City...

NAB Members

Abert, Don B., WTMJ, Milwaukee
Adams, John T., KFJZ, Fort Worth
Affleck, Gordon Burt, KSL, Salt Lake City
Akerberg, Herb, CBS, New York
Anderson, H. Vernon, WJBO, Baton Rouge, La.
Appleby, William H., WPG, Atlantic City
Arnoux, Campbell, WTAR, Norfolk
Ashby, A. L., NBC, New York
Atlass, Ralph L., WJJD, Chicago
Atteberry, Ellis, KCKN, Kansas City, Kan.
Avery, Lewis H., WGR-WKBW, Buffalo, N. Y.

Bailey, Charles L., WHP, Harrisburg, Pa.
Bailey, Dean A., WIBW-KCKN, Topeka-Kansas City, Kan.
Baker, C. Alden, WKBN, Youngstown, O.
Baltimore, Louis G., WBRE, Wilkes-Barre, Pa.
Bannister, Harry, WWJ, Detroit
Barroll, Hope H., Jr., WFBR, Baltimore
Barry, Jimmie, KFPW, Fort Smith, Ark.
Batcheider, Harold W., WFBR, Baltimore
Bausman, Robert E., WIRE, Indianapolis
Behrman, William W., WBOW, Terre Haute, Ind.
Bell, John C., WBRC, Birmingham
Benson, Lester A., WIL, St. Louis
Berkeley, Kenneth H., NBC, Washington
Bess, Herman, WNEW, New York
Beville, Hugh M., Jr., NBC, New York
Bill, Edgar L., WMBD, Peoria, Ill.
Billings, Ford, WGL, Fort Wayne
Bishop, Edward E., WGH, Newport News, Va.
Bishop, Frank, KFEL, Denver
Blossom, Roy E., WFBM, Indianapolis
Bockoven, Leslie F., Western Electric Co., New York
Bondurant, Hale, WHO, Des Moines
Borel, Richard A., WBNS, Columbus
Borland, Robert D., WHK, Cleveland
Born, H. H., WHBL, Sheboygan, Wis.
Borton, F. W., WQAM, Miami
Boyd, Maurice M., NBC, New York
Boyle, John J., WJAR, Providence
Brackett, Quincy A., WSPR, Springfield, Mass.
Branch, Gerald E., WLW, Cincinnati
Brandt, Otto P., NBC, New York
Brennen, H. K., KQV, Pittsburgh
Bright, Arthur L., KFPY, Spokane
Brown, Dave D., WHIO, Dayton
Brunton, Ralph R., KJBS, San Francisco
Buckwalter, I. Z., WGAL, Lancaster, Pa.
Burbank, Mortimer L., WJAR, Providence
Burk, Rev. Wallace A., WEW, St. Louis
Butcher, Harry C., CBS, Washington

Caley, Charles C., WMBD, Peoria, Ill.
Calkins, John T., WENY, Elmira, N. Y.
Callahan, Vincent F., WWL, New Orleans
Cartwright, Bill, Edward Petry & Co., Detroit
Campbell, Martin, WFAA, Dallas
Cargill, E. K., WMAZ, Macon, Ga.
Carmichael, Mike, KWK, St. Louis
Carpenter, H. K., WHK-WCLE, Cleveland
Carr, Eugene, WGAR, Cleveland
Chadwick, Lee, WTAR, Norfolk
Chafey, Clifford M., WEEU, Reading, Pa.
Chernoff, Howard L., WCHS, Charleston, W. Va.
Church, Arthur B., KMBC, Kansas City
Cisler, Stephen A., WGRC, New Albany, Ind.
Clark, Plez S., KFH, Wichita
Clifford, Marie E., WHFC, Cicero, Ill.
Clipp, Roger W., WFIL, Philadelphia
Coleman, George D., WGBI, Scranton
Coleman, Maurice C., WATL, Atlanta
Convey, Bob., KWK, St. Louis
Cook, Charles R., WJBL, Decatur, Ill.
Cook, Nathan W., WIBX, Utica, N. Y.
Corey, James, WABY, Albany, N. Y.
Cosby, Clarence G., KXOK, St. Louis
Couch, Sterling, V., WDRC, Hartford
Coulson, W. Lee, WHAS, Louisville
Cowles, Gardner, KSO-KRNT, Des Moines
Cowper, Irwin C., WTIC, Hartford
Cox, Lester E., KCMO, Springfield, Mo.
Craig, Edwin W., WSM, Nashville
Craig, W. F., WLBG, Muncie, Ind.
Craney, E. B., KGIR, Butte, Mont.
Cross, "Red", WMAZ, Macon, Ga.
Curtis, James R., KFRO, Longview, Tex.

Damm, Walter J., WTMJ, Milwaukee
Danforth, Harold P., WDBO, Orlando, Fla.
Dannenbaum, Alexander W., WDAS, Philadelphia
Delaney, Charles G., WTHT, Hartford
Dellar, Lincoln, WBT, Charlotte
Dewing, Harold L., WCBS, Springfield, Ill.
DeWitt, John H., WSM, Nashville
Dittman, William F., WTMJ, Milwaukee
Dobyns, John A., KGER, Long Beach, Cal.
Dobyns, Merwin, KGER, Long Beach, Cal.
Dolph, William B., WOL, Washington
Doolittle, Franklin M., WDRC, Hartford
Draughon, Jack M., WSIX, Springfield, Tenn.
Duncan, Walter, WNEW, New York
Dyer, Gene T., WGES, Chicago

Eaton, Joe., WHAS, Louisville
Egner, C. Lloyd, NBC, New York
Eighmey, F. C., KGLO, Mason City, Ia.
Elias, Don S., WWNC, Asheville
Elmer, John, WCBM, Baltimore
Enns, Ted, KSO-KRNT, Des Moines
Evans, Ralph, WHO, Davenport, Ia.
Everson, Carl M., WHKC, Columbus

Fahy, A. A., KABR, Aberdeen, S. D.
Fellows, Harold E., WEEI, Boston
Feltis, Hugh M., KOMO-KJR, Seattle
Fetzer, John E., WKZO, Kalamazoo
Feyl, Albert J., WBAB, Atlantic City
Fields, John H., Jr., WPTF, Raleigh
Fitzer, H. Dean, WDAF, Kansas City, Mo.
Fitzpatrick, Leo J., WJR, Detroit
Fitzsimonds, Frank E., KFYR, Bismarck, N. D.
Flanigan, Ed, WSPD, Toledo
Foster, Cedric W., WTHT, Hartford
Foster, Ralph D., KGBX, Springfield, Mo.
Fox, Myron, KDYL, Salt Lake City
Fuld, Stephen, WABC, New York

Gammons, Earl H., WCCO, Minneapolis
Gellard, Samuel J., WLTH, New York
Gentling, Gregory P., KROC, Rochester, Minn.
Gillin, John J., Jr., WOW, Omaha
Gimbel, Benedict, Jr., WIP, Philadelphia
Glade, Earl J., KSL, Salt Lake City
Gluck, Earle J., WSOC, Charlotte
Godfrey, Earle, WPG, Atlantic City
Gould, Purnell H., WFBR, Baltimore
Gove, Edward L., WHK-WCLE, Cleveland
Gray, Gilson, CBS, New York
Gregory, Sherman D., KDKA, Pittsburgh
Grignon, G. W., WISN, Milwaukee
Gude, John G., CBS, New York
Guy, Raymond F., NBC, New York

Haase, Walter B., WDRC, Hartford
Hackathorn, Ken K., WHK-WCLE, Cleveland
Hager, Kolin D., WGY, Schenectady
Hagman, Clarence T., WTCN, St. Paul
Halff, Hugh, A. L., WOAI, San Antonio
Hamilton, Ray, V., KXOK, St. Louis
Hamilton, Thomas, WNEW, New York
Hanover, E. A., WHAM, Rochester, N. Y.
Hanson, O. B., NBC, New York
Harm, George, KARM, Fresno, Cal.
Hatcher, Ralph, WTAR, Norfolk
Hauser, Bertram, NBC, New York
Hedges, William S., NBC, New York
Heiser, Albert E., WLVA, Lynchburg Va.
Henkin, Joseph, KSOO-KELO, Sioux Falls, S. D.
Herman, A. M., WBAP, Fort Worth
Hibb, C. G., WAIR, Winston-Salem, N. C.
Hibbs, E. Douglass, WTEL, Philadelphia
Hickox, Sheldon B., WEAF, New York
Hill, Edward E., WTAG, Worcester, Mass.
Hill, Luther L., KRNT, Des Moines
Hinkle, Felix, WHBC, Canton, O.
Hirsch, Oscar C., KFVS, Cape Girardeau, Mo.
Hoessly, Harry, WHKC, Columbus
Hollister, Herbert, KANS, Wichita
Holman, John A., WBZ, Boston
Hopkins, James F., WJBK, Detroit
Horn, C. W., NBC, New York
Horton, Kingsley F., WEEI, Boston
Hough, Harold V., WBAP, Fort Worth
Howe, James L., WLVA, Lynchburg, Va.
Hubbard, Stanley E., KSTP, St. Paul
Hull, Clair B., WDZ, Tuscola, Ill.
Hurt, Frank E., KFXD, Nampa, Ida.
Hutchinson, William E., WAAF, Chicago
Hyde, Charles A., WHK, Cleveland

Imbrogulio, Joseph, WFBR, Baltimore
Inman, Don E., WMT, Waterloo, Ia.
Ioset, Don, WLOK, Lima, O.

Jayne, Dan E., WELL, Battle Creek
Johnson, George W., KTSA, San Antonio
Johnson, Leslie C., WHBF, Rock Island, Ill.
Johnson, Walter, WTIC, Hartford
Johnston, Henry P., WSGN, Birmingham
Johnston, Kenneth B., WCOL, Columbus
Jones, Merle S., KMOX, St. Louis
Jones, M. Tilford, KXYZ, Houston
Jordan, Ray P., WDBJ, Roanoke, Va.
Joscelyn, A. E., WABC, New York
Joy, George E., WRAK, Williamsport, Pa.
Joy, Leslie, NBC-KPO, San Francisco

Kapner, Leonard, WCAE, Pittsburgh
Karol, John J., CBS, New York
Kaufman, David, KFNF, Shenandoah, Ia.
Kaufman, Jesse L., KFNF, Shenandoah, Ia.
Kay, Lambdin, WSB, Atlanta
Kaye, Sydney M., CBS, New York
Kelchner, Jay O. J., WMMN, Fairmont, W. Va.
Kelly, George F., Jr., WCSH, Portland, Me.
Kendrick, Alfred J., World Broadcasting System, New York
Kennedy, John A., WCHS, Clarksburg, W. Va.
Kennett, Bob L., WHAS, Louisville
Kettler, Stanton P., WALR, Zanesville, O.
Kiggins, Keith, NBC, New York
Klauber, Edward, CBS, New York
Koessler, Walter M., WROK, Rockford, Ill.
Kyler, Jim, WCLO, Janesville, Wis.

Lafitte, St. George, WKAQ, New York
Lafount, Harold A., WCOP, Boston
Lahr, Melvin, WKOK, Sunbury, Pa.
Landis, DeWitt, KFYO, Lubbock, Tex.
Lane, C. Howard, KFBK, Sacramento
Lang, Joseph, WHOM, Jersey City
LaStayo, Paul H., WAAT, Jersey City
Laubengayer, R. J., KSAL, Salina, Kans.
Laux, John J., KQV, Pittsburgh
Lavin, Barney J., WDAY, Fargo, N. D.
Lawrence, Craig, KSO-KRNT, Des Moines
Leich, Clarence, WGBF, Evansville
Levy, Isaac D., WCAU, Philadelphia
Levy, Leon, WCAU, Philadelphia
Lewis, Dick, KTAR, Phoenix
Leyshon, Hal L., WIOD, Miami
Locke, C. B., KFDM, Beaumont
Lodge, William B., CBS, New York
Loeb, Howard M., WFDF, Flint
Lohr, Lenox R., NBC, New York
Long, Dewey H. WSAI, Cincinnati
Lord, Nathan, WAVE, Louisville
Lounsberry, I. R., WGR, Buffalo
Loyet, Paul A., WHO, Des Moines
Lucy, Calvin T., WRVA, Richmond, Va.
Ludy, Ben, WIBW, Topeka
Luther, Clark A., KFH, Wichita

MacPherson, Kenneth O., KPFA, Helena, Mont.
McCarthy, C. L., KQW, San Jose, Cal.
McClancy, B. F., NBC, New York
McCollough, Clair R., WGAL, Lancaster, Pa.
McConnell, James V., NBC, New York
McCormack, John C., KWKH-KTBS, Shreveport
McDonald, George C., WGTM, Detroit
McDowell, R. E., WGBI, Scranton
McGill, W. B., KDKA, Pittsburgh
McKernan, Edward, WIBW, Topeka
McLaughlin, C. A., WIBC, Indianapolis
McNaughton, Henry B., WTBO, Cumberland, Md.
Macy, Noel, WFAS, White Plains, N. Y.
Maland, Joseph O., WHO, Des Moines
Malo, William F., WDRC, Hartford
Marshall, Glenn K. G., WBRC, Birmingham
Maslin, Robert S., Jr., WFBR, Baltimore
Mason, Richard H., WPTF, Raleigh
Mathiot, Jac. E., WGAL, Lancaster, Pa.
Maxey, Ovelton, L., WRTD, Richmond, Va.
Megargee, Frank, WGBI, Scranton
Melrose, Edythe Fern, WJW, Akron
Mendelsohn, Monroe L., WBAB, Atlantic City
Merryman, Philip I., NBC, New York
Meyer, Harold H., WSUN, St. Petersburg
Meyer, P. J., KFYR, Bismarck, N. D.
Meyers, Carl J., WGN, Chicago
Milbourne, Lewis M., WCAO, Baltimore
Mitchell, L. S., WDAE, Tampa
Moore, William I., WBNX, New York
Morency, Paul W., WTIC, Hartford
Morgan, Clay, NBC, New York
Moroney, James M., WFAA, Dallas
Morris, Felix J., WIBW-KCKN, Topeka-Kansas City
Morton, Oliver, NBC, Chicago
Mosby, Art J., KGVO, Missoula, Mont.
Moskovics, George L., KNX, Los Angeles
Muselman, B. Bryan, WCBA, Allentown, Pa.
Myers, C. W., KOIN-KALE, Portland, Ore.

Neal, E. Johnston, WRAL, Raleigh
New, John W., WTAR, Norfolk
Nichols, Horace W., WHAI, Greenfield, Mass.
Norton, George W., WAVE, Louisville
Norton, John N., Jr., WJZ, New York
Nunn, Gilmore N., WLAP, Lexington, Ky.
O'Dea, Richard, WNEW, New York
O'Fallon, Eugene P., KFEL, Denver
O'Neil, Norris I., WSJS, Winston-Salem, N. C.
Orr, B. F., KTRH, Houston.
Orr, Wilbert I., WBNS, Columbus
Outler, John M., WSB, Atlanta

Palmer, B. J., WHO, Davenport, Ia.
Patrick, Talbot, WGBR, Goldsboro, N. C.
Patt, John F., WGAR, Cleveland
Patt, Ralph H., WPAY, Portsmouth, O.
Patterson, Mrs. Betty, WFAS, White Plains, N. Y.
Pearson, John E., KGBX, Springfield, Mo.
Penny, Royal E., WBT, Charlotte
Petry, Edward, Edward Petry & Co., New York
Pfaff, Angus D., WHLS, Port Huron, Mich.
Phillips, Charles F., WFBL, Syracuse
Pierce, Morris, WGAR, Cleveland
Pribble, Vernon H., WTAM, Cleveland
Pulliam, Eugene C., WIRE, Indianapolis
Pyle, K. W., KFBI, Abilene, Kan.

(Continued on next page)

WESTERN ELECTRIC, Graybar and Bell Labs contingent at the convention included (front row, l to r) Will Whitmore, George W. Davis, Fred Allman, Al Wise, Fred Cunningham, H. A. Reise; (middle row) H. E. Mendenhall, Walt Ponsford, E. W. Thurston, A. J. Eaves, L. F. Bockhaven, Louis Walker; (back row) Jack Lynch, Frank Stahl, D. B. McKee, William Jonker, W. L. Black, H. Vaderson, R. A. McCurdy, R. E. Poole, W. H. Doherty, James LaMarque.

NAB Convention Registration . . .

(Continued from preceding page)

Quarton, Sumner, WMT, Cedar Rapids
Quarton, William B., WMT, Cedar Rapids

Rae, Marvin DeWitt, WNEW, New York
Ream, J. H., CBS, New York
Redmond, Abe K., WHP, Harrisburg, Pa.
Reed, Norman, WPG, Atlantic City
Reed, Vernon E., KFH, Wichita
Reincke, Earl C., WDAY, Fargo, N. D.
Reinsch, James L., WHIO, Dayton
Richmond, Russell W., WHK, Cleveland
Ringson, W. Ray, WRDW, Augusta, Ga.
Ripley, Fred R., WSYR, Syracuse
Rivers, John M., WCSC, Charleston, S. C.
Roberts, Elzey, KXOK-KFRU, St. Louis
Roberts, E. M., Jr., KXOK-KFRU, St. Louis
Robertson, Dale, WBAX, Wilkes-Barre, Pa.
Rodgers, James W., WROK, Rockford, Ill.
Roeder, George H., WCBM, Baltimore
Rosenbaum, Samuel R., WFIL, Philadelphia
Rothschild, Walter J., WTAD, Quincy, Ill.
Runyon, Mefford R., CBS, New York
Russell, Frank M., NBC, Washington
Ryan, John H., WSPD, Toledo

Sambrook, A. B., WBS, New York
Schamberg, John M., WBS, New York
Schilling, John T., WHB, Kansas City
Schmid, Robert A., WOR, Chicago
Schudt, William A., WKRC, Cincinnati
Schultz, Stanley N., WLAW, Lawrence, Mass.
Schwartz, Ray E., KYSM, Mankato, Minn.
Scripps, William J., WWJ, Detroit
Searle, Don, KFAB-KOIL, Omaha
Seitz, Frank A., WFAS, White Plains, N. Y.
G. Richard Shafto, WIS, Columbia, S. C.
Sharp, Ivor, KSL, Salt Lake City
Shepard, John, 3rd., Yankee Network, Boston
Shouse, James D., WLW, Cincinnati
Shumberger, John C., WCBA, Allentown, Pa.
Shutz, Edgar P., WIL, St. Louis
Sibson, Ken L., KRGV, Weslaco, Tex.
Slavick, Henry W., WMC, Memphis
Smith, Calvin J., KFAC, Los Angeles
Smith, Frank R., WWSW, Pittsburgh
Smith, George W., WWVA, Wheeling
Smith, Harold E., WOKO-WABY, Albany
Smith, Neal A., WCOL, Columbus
Smith, T. Frank, KRIS, Houston
Soule, O. P., KTFI-KSEI, Salt Lake City
Stapp, Jack S., WSM, Nashville
Stearns, Frank M., WSAL, Salisbury, Md.
Steinman, John F., WGAL, Lancaster, Pa.
Steinman, J. Hale, WGAL, Lancaster, Pa.
Stoer, E. M., Hearst Radio, New York
Stone, Harry, WSM, Nashville, Tenn.
Stone, Peggy, Hearst Radio, New York
Storer, George, Toledo
Streibert, Theodore C., WOR, New York
Strotz, Sidney N., NBC, Chicago
Swartley, W. C., WGL, Fort Wayne
Symons, T. W., Jr., KXL, Portland, Ore.

Taylor, Cliff, WBEN, Buffalo
Taylor, O. L., KGNC, Amarillo
Thayer, Thomas E., WWNC, Asheville
Thomas, Eugene S., WOR, New York
Thomas, Harold, WATR, Waterbury, Conn.
Thomas, Lloyd C., Rockford, Ill.
Thompson, Roy, WFBG, Altoona, Pa.
Thornburgh, Donald W., CBS, Los Angeles
Thurston, Elbert W., Western Electric Co., New York
Tincher, Robert R., WNAX, Yankton, S. D.
Tips, Kern, KPRC, Houston
Tison, W. Walter, WFLA, Tampa
Towner, Orrin W., WHAS, Louisville
Trace, Gene, WMBD, Peoria, Ill.
Trammell, Niles, NBC, New York
Trenner, Lew, WIBX, Utica, N. Y.
Tully, J. C., WJAC, Johnstown, Pa.
Twamley, Edgar H., WBEN, Buffalo
Tyson, Leo B., KMPC, Beverly Hills, Cal.

Uridge, Owen F., WJR, Detroit

Van Volkenburg, Jack L., CBS, Chicago
Venard, Lloyd George, WCKY, Cincinnati
Vorpe, John T., WHK-WCLE, Cleveland
Voynow, Edward E., Edward Petry & Co., Chicago

Wagner, James A., WHBY, Green Bay, Wis.
Wagstaff, W. E., KDYL, Salt Lake City
Walker, George D., WAIR, Winston-Salem, N. C.
Watson, Loren L., Hearst Radio, New York
Weil, Ralph N., Hearst Radio, Chicago
Weiner, Max, WNEW, New York
Weiss, Lewis Allen, Don Lee, Los Angeles
Whaley, Storm, KUOA, Siloam Springs, Ark.
Wheelahan, Harold, WSMB, New Orleans
Wheeler, Clarence, WHEC, Rochester, N. Y.
Whitlock, Edward S., WRNL, Richmond, Va.
Wiig, Gunnar O., WHEC, Rochester, N. Y.
Wilder, Harry C., WSYR, Syracuse
Willard, A. D., Jr., WJSV, Washington
Williamson, Warren P., WKBN, Youngstown, O.
Williamson, William J., WKRC, Cincinnati
Willis, Stephen P., WPRO, Providence
Wilson, Hal W., WGTM, Wilson, N. C.
Wilson, L. B., WCKY, Cincinnati
Wilson, William A., WOPI, Bristol, Tenn.
Woodruff, Jim W., Jr., WRBL, Columbus, Ga.
Woodworth, Samuel, WFBL, Syracuse
Wooten, Hoyt B., WREC, Memphis

Yocum, Ed, KGHL, Billings, Mont.
Young, Dr. George W., WDGY, Minneapolis
Young, John S., New York World's Fair

Non-Members

Adler, Ben, RCA Mfg. Co., New York
Allen, Edwin C., Reynolds-Fitzgerald, Chicago
Allman, F. L., Graybar Electric Co., Richmond, Va.

Baker, I. R., RCA Mfg. Co., Camden, N. J.
Benson, John, AAAA, New York
Black, Elizabeth, Joseph Katz & Co., New York
Blair, John, John Blair & Co., Chicago
Blink, Milton M., Standard Radio, Chicago
Bolling, George W., John Blair & Co., New York
Boyle, Edward L., A. C. World, Atlantic City
Boynton, Stanley G., Aircasters Inc., Detroit
Brokaw, Fred C., Paul H. Raymer Co., New York
Brown, Millard F., Market Research Associates, Buffalo
Burn, Walter P., Walter P. Burn & Assoc., New York

Carson, Harold R., All Canada Radio Facilities, Calgary, Alta.
Carter, Boake, Philadelphia
Carter, Nick, Press-Union, Assoc. Press, Atlantic City
Chrisman, David D., Miller Broadcasting System, New York
Codel, Martin, BROADCASTING, Washington
Connolly, James H., Branham Co., New York
Cornwell, Lionel B., Cinaudagraph Corp., Stamford, Conn.
Coyle, William, Evening Star, Washington
Creighton, V. E., XEW, Mexico City, Mex.
Culmer, Claude C. J., SESAC, New York

Davy, Roy E., Thordarson Elec. Mfg. Co., Chicago
de Frouchy, William J., Street & Smith Pub. Inc., New York
Dorrell, Ward, John Blair & Co., Chicago

Eaves, Augustus J., Graybar Electric Co., New York
Elwood, John W., New York

Ferguson, R. L., Wythe Walker & Co., New York
Foote, Ernest B., SESAC, New York
Frieder, Oscar E., Willard Tablet Co., Chicago

Gatchell, Creighton, E., WGAN, Portland, Me.
Gentling, David, Rochester, Minn.
Gillett, Glenn D., Washington
Godley, Paul F., Montclair, N. J.
Goldberg, Alvin M., Buffalo
Goodman, Harry S., Harry S. Goodman Adv. Agency, New York

Hammann, Jack S. K., Philadelphia
Harker, Tom, Street & Smith, New York
Haverlin, Carl, Davis-Schwegler, Los Angeles
Headley, Frank M., Kelly-Smith Co., New York

Heller, Lawrence J., Washington
Herbert, Gus F., All Canada Radio Facilities, Toronto, Ont.
Hicks, Charles C., King-Trendle Broadcasting Corp., Detroit
Hollingbery, George, George P. Hollingbery Co., Chicago
Hooper, C. E., New York
Hopkins, A. R., RCA Mfg. Co., Chicago
Hoppes, William L., Electrical Research Products, New York
Horswell, Bert, KRIC, Beaumont, Tex.
Humes, C. H., Sola Electric Co., Chicago

Jadossohn, Kurt A., SESAC, New York
Jaeger, C. P., Transamerican, New York
Jansky, C. M., Jr., Jansky & Bailey, Washington
Jansky, Maurice M., Davies, Richberg, Beebe, Busick & Richardson, Washington
Josephson, Al, RCA Mfg. Co., Chicago

Langlois, Cy, Lang-Worth Feature Programs, New York
Lehman, A. W., Assn. of National Advertisers, New York
Lippincott, H. P., H. Palmer Lippincott, Philadelphia
Lohnes, Horace L., Washington
Lynch, Thomas H., Wm. Esty & Co., New York

MacGregor, C. P., Hollywood
McCurdy, Robert G., Graybar Electric Co., Kansas City
McKey, Dixie B., Graybar Electric Co., Atlanta, Ga.
McGillvra, Joseph H., Joseph Hershey McGillvra, New York
Martin, Reggie, WJNO, W. Palm Beach, Fla.
Marty, Jos., Jr. Radio Servicemen of America, Chicago, Ill.
Michelson, Charles, Charles Michelson Transcription Co., New York
Midgley, C. E., BBDO, New York
Miller, Allen, University Broadcasting Council, Chicago

Nelson, Linnea (Miss), J. Walter Thompson Co., New York
Novik, Morris S., WNYC, New York
Nowell, Lawrence A., Atl. Metalcraft & Radio Corp., Boston

Page, E. C., Page & Davis, Washington
Phillips, Christian, Davis & Schwegler, Los Angeles
Porter, Winslow B., Atl., Metalcraft & Radio Corp., Boston
Potter, John T., Radiograph Corp., New York
Powell, Ralph C., Presto Recording Corp., New York

Radner, Roy, WIBM, Jackson, Mich.
Rains, Robert B., Kelly-Smith Co., Detroit
Raymer, Paul H., Paul H. Raymer Co., New York
Read, Harold C., A T & T, New York
Reed, Dwight S., Kelly-Smith Co., Chicago
Reesor, D. A., RCA Mfg. Co., Atlanta
Rock, James B., Westinghouse, Baltimore
Rorabaugh, N. Charles, National Radio Records, New York
Rosenberg, E. J., Transamerican, New York
Rothrock, Harold B., Washington
Sabin, Thomas L., New York
Sadenwater, Harry, RCA Mfg. Co., Haddonfield, N. J.
Schuebel, Reggie, Biow Co., New York
Schuette, Oswald F., RCA, Washington
Scott, Alan, Rep. Boake Carter, Philadelphia
Sedgwick, Harry, Canadian Assn. of Broadcasters, Toronto, Ont.
Shuman, Howard A., WHBB, Hot Springs, Ark.
Siegel, Norman, Cleveland Press, Cleveland
Silk, Leonard, Press-Union, Atlantic City
Spector, Raymond, Austin & Spector Co., New York
Sprague, Stuart, New York
Steel, Jack, N. Y. Herald-Tribune, New York
Stringer, Arthur C., Evanston, Ill.
Studebaker, John G., Federal Radio Education Committee, Washington

Taishoff, Sol, BROADCASTING, Washington
Taranto, Alman J., Wm. Esty & Co., New York
Taylor, John P., RCA Mfg. Co., Dallas
Tidmore, A. V., WFMD, Frederick, Md.
Tompkins, Merrit E., Associated Recorded Program Service, New York
Turner, Ted N., Davis-Schwegler, Los Angeles, Cal.

Vanderhoef, G. T., Federal Housing Adm., Washington
Vaughan, Carl, KPAC, Port Arthur, Tex.

Walker, Wythe, Wythe Walker Co., Chicago
Wallen, Arthur C., Truscon Steel Co., Youngstown, O.
Walter, John C., RCA Mfg. Co., Camden, N. J.
Weed, J. J., Weed & Co., New York
Wentworth, Ralph C., Lang-Worth, New York
West, Paul B., Assn. of National Advertisers, New York

OLDTIMER'S FORM
Dodo Club to Get Data on Radio's Evolution

ORGANIZED "to collect and preserve records reflecting the origin and evolution of radio", a new broadcasters' organization, the Dodo Club, was formed at the NAB Atlantic City convention. The society's guiding genius, Lambdin Kay, the "Little Colonel" of WSB, Atlanta, was named president—under the title "Original Cat-Whisker"—by the oldtimers at their organizational meeting held in conjunction with the NBC cocktail party preceding and at the convention banquet July 12.

The club, also going under the monicker of "Disappearing Order of Decrepit Oldtimers", and named after the extinct dodo bird, specifies in its membership requirements that all members must have been identified with radio prior to midnight Dec. 31, 1922, "because the last radio dodo was hatched prior to Jan. 1, 1923". Among members admitted at the initial Atlantic City meeting were: Charles W. Horn, NBC, who was named Chief Static Eradicator; C. M. Jansky, Washington consulting engineer; Arthur B. Church, KMBC, Kansas City; I. R. Lounsberry, WGR-WKBW, as the committee on eligibility; Harold Hough, WBAP, treasurer; Graham McNamee; Leo Fitzpatrick, WJR, Detroit; George D. Hay, WSM, Nashville; Bill Hay, *Amos 'n' Andy* announcer; John Schilling, WHB, Kansas City; James Maroney, *Dallas News*; Gene Rouse, NBC; W. R. Ringson, WRDW, Augusta, mascot.

HARRY S. GOODMAN, agency executive and program producer, plumps for his *Voices of Yesterday* program which is winning wide acclaim on many stations.

QUIZZICAL QUINTET are (l to r) Frank Headley, Kelly-Smith Co., New York; N. L. Mendelsohn, WBAB, Atlantic City; Jack Draughon, WSIX, Nashville; Robert Rains, Kelly-Smith Co., Detroit; M. L. O'Neil, WSJS, Winston-Salem, N. C.

Whitmore, W. E., KGFL, Roswell, N. M.
Wilson, Clyde E., WHBB, Hot Springs, Ark.
Wilson, Howard H., Howard H. Wilson Co., Chicago
Winger, Earl W., WDOD, Chattanooga, Tenn.

Young, Stanley, Street & Smith, New York

Zimmerman, Ed, KARK, Little Rock, Ark.

Ladies

Anderson, Sara M., Baton Rouge, La.
Arnoux, Mrs. Campbell, Norfolk, Va.

Barry, Mrs. Jimmie, Fort Smith, Ark.
Bockoven, Dorothy B., New York
Borton, Frances, Miami

Cannam, Luella R., Omaha
Chafey, Mrs. C. M., Reading, Pa.
Chernoff, Mrs. Howard L., Charleston, W. Va.
Church, Mrs. Arthur B., Kansas City
Clark, Mrs. P. S., Wichita
Clipp, Marjorie A., Philadelphia
Coleman, Mrs. George, Clarks Summit, Pa.
Cross, Gertrude H., Macon, Ga.
Damm, Mrs. Walter J., Milwaukee
Doherty Mrs. William H., Morristown, N.J.
Doolittle, Mrs. Franklin M., Hartford
Doran, Dorothy, Akron
Duval, Josephine B., Monessen, Pa.
Eaton, Mrs. Joe, Louisville
Elias, Mrs. Don S., Asheville
Elmer, Mrs. John, Baltimore
Elmer, Betty, Baltimore
Evans, Mrs. Ralph, Davenport, Ia.
Everson, Alice M., Columbus

Fitzpatrick, Mrs. Leo, Detroit
Frieder, Kathryn, Chicago

Gellard, Mrs. Ruth, New York
Gentling, Mrs. Gregory P., Rochester, Minn.
Gluck, Gladys V., Charlotte, N. C.
Gregory, Mrs. S. D., Pittsburgh

Haase, Mrs. Walter, Hartford
Hanover, Mrs. E. A., Rochester
Hauser, Mrs. Bertram, New York
Hedges, Mrs. William S., New York
Hemmilman, Louise C., Baltimore
Henkin, Ruth, Sioux Falls, S. D.
Hibbs, Mrs. E. Douglass, Philadelphia
Hirsch, Mrs. Oscar C., Cape Girardeau, Mo.
Hoessly, Martha, Columbus
Horswell, Beverly, Beaumont
Hubbard, Mrs. Stanley E., St. Paul
Hyde, Mrs. Charles A., Cleveland

Jacobs, Maxine, Rochester, Minn.
Jayne, Iola F., Battle Creek

Kay, Mrs. Lambdin, Atlanta
Kelly, Agnes F., New York
Kiggins, Mrs. Keith, New York

Lane, Mrs. C. Howard, Sacramento
Leich, Mrs. Clarence, Evansville
Locke, Mrs. C. F., Beaumont
Loeb, Ruth O., Flint
Lounsberry, Mrs. I. R., Buffalo

McClancy, Mrs. B. F., New York
McCollough, Mrs. Clair R., Lancaster, Pa.
McCurdy, Agnes M., Kansas City
McGillvra, Mrs. J. H., New York
McNaughton, Mrs. H. B., Cumberland, Md.
Malo, Mrs. W. F., Hartford
Martin, Mrs. R. R., West Palm Beach
Megargee, Mrs. Frank, Scranton
Myers, Mrs. C. W., Portland, Ore.

Pearson, Mrs. J. E., Springfield, Mo.
Poole, Ruth, New York

Reed, Mrs. Lorena M., Wichita
Roeder, Mrs. George H., Baltimore

Scripps, Virginia S., Detroit
Seitz, Mary A., White Plains, N. Y.
Smithgall, Celestia B., Atlanta.
Spence, Mrs. E. M., Washington
Sprague, Mrs. Stuart, New York

Thomas, Mrs. Lillian, Waterbury, Conn.
Thomas, Mrs. Lloyd C., Rockford, Ill.
Tison, Mrs. W. W., Tampa
Turner, Mrs. Thelma, Hollywood

Venard, Mrs. Lloyd G., Cincinnati

Whaley, Mrs. Storm, Siloam Springs, Ark.
Wilson, Mrs. H. W., Wilson, N. C.
Wilson, Mrs. Howard H., Chicago
Winger, Viva H., Chattanooga
Woodruff, Mrs. J. W. Jr., Columbus, Ga.

ARNOLD CONSTABLE & Co., New York department store, will put on four fashion shows for the television audience of W2XBS, New York, on successive Thursday noons beginning July 27. Although television broadcasters are still licensed for experimental operations only and cannot sell time for sponsorship, NBC is cooperating with advertisers who wish to try out ideas in preparation for the eventual commercialization of television.

INFORMAL GROUP snapped by our photographer; left to right: L. A. Benson, WIL, St. Louis; C. P. MacGregor, Los Angeles; G. A. Jones, and Ed Allen, Reynolds-Fitzgerald; Ed Shutz, WIL.

FOR THE KANSAS CITY RECORD

WHB Transcribes Many Events and Finds Novel Uses for Its Recording Equipment

By DON DAVIS
President, WHB, Kansas City

WHAT business does a radio station have with records? Well, the transcription department is one of the busiest divisions of the WHB shop. Since 1935, we've been looking to "homemade records" for programs, commercial auditions, show ideas, sound effects, special events, promotion stunts and any number of other special needs—and we've never looked in vain. We're sure we're providing much better radio menus now that we can serve the public "on our own platters". J. Nelson Rupard, WHB program coordinator, also serves as head of the recording staff.

We never present live auditions to prospects any more. With a nervous, one-time shot, there's always a chance that the soprano's high C will turn into a B-plus—or that some artist will unwittingly confide to a live mike just what he thinks of the sponsor's product. Live auditions are dangerous, so WHB records them—saving time for the auditionee and the auditioner—saving cold sweat for the sales staff.

Announcers' Mirror

We use a mirror in acetate so announcers can hear themselves as others hear them. Another trite use of transcriptions is in relaying network programs. An average of 7½ hours of MBS programs per week hits Kansas City at the wrong time, so we store them in discs and spin them out when the coast is clear. During the Papal coronation, we cut 21 consecutive quarter-hour faces without missing a syllable, and then started a relay broadcast at 6 a. m. We manufacture sound effects and thrill special studio visitors by letting them broadcast to themselves.

There's a world of potential good will tied up in this transcription package. For instance, the Kansas City Council of Churches has the 7:30-7:45 hour over WHB on Sunday morning.

We frequently employ the "before and after" technique on "hot copy", transcribing before air time to get a true slant on the copy, and then—if it's okayed—transcribing during the broadcast for use as evidence if the speaker's opponent gets a lawyer. Important luncheon club speakers, who would find no audience at all in a noontime remote control broadcast, are waxed with mobile transcription equipment and delayed until the early evening hours when they are sure of an audience.

Would you like to have your transcription facilities produce a new sponsor? Ours did that job—produced not only a sponsor but also a ream of publicity for the station. We are now holding, under the sponsorship of a local jeweler, a "high school announcers' contest"—with *actual spot announcements*. The aspirants get together just one night a week, but their voices are heard three times a day, seven days a week. The public does the judging—casting ballots at the sponsor's stores. Transcriptions please the contestants because, win, lose, or draw, they get to hear themselves on the radio.

When a celebrity stops off at the airport or pauses between trains at Union Station, Rupard and his records are on hand to greet him. They represent the WHB *Radio News Reel*, which somehow manages to catch the gist of the news each week "in the actual voices of those who made that news" and provides a half-hour Sunday commercial.

WHB never throws any records away—although we occasionally hunt all over the shop to find them. When Dec. 28 rolls around each year and procrastination and buck-passing have been carried to the breaking point, someone gets out all the transcriptions of the year, auditions, edits, cues and curses them and brings forth a New Year's Day production—*Milestones of* —. Only transcriptions would make such a review possible.

NAB Fishermen

PERHAPS he was somewhat griped that his boat did not carry an RCA radiotelephone, as many Atlantic Coast chartered boats now do, so Frank Mullen, RCA public relations director, used the next best thing—a carrier pigeon—to send a message to the convention office of BROADCASTING in Atlantic City's Ambassador Hotel. The pigeon arrived at the Atlanic City Tuna Club after an over-water flight of 30 miles and the message was then phoned. With Mullen on the expedition were William J. Scripps, WWJ, Detroit; Stanley Hubbard, KSTP, St. Paul, and Earl Gammons, WCCO, Minneapolis. The convention's most successful fisherman was in another boat—John Rivers, WCSC, Charleston, S. C., who caught a 25-pound tuna.

QUICK ECONOMICAL RESULTS for CLASSIFIED ADVERTISERS

BROADCASTING's complete coverage of the radio broadcasting industry is your assurance of reaching the largest number of prospects for what you want to buy or sell.

Help Wanted

You may choose a new employee from numerous experienced applicants if you insert a Help Wanted classified ad in BROADCASTING.

Situations Wanted

Outline your experience and qualifications in a classified ad in BROADCASTING. Some concern may need you—reach your next employer through BROADCASTING. Others have done it with success.

Wanted to Buy or Sell

If you would like to buy some used equipment, insert a classified ad in BROADCASTING and choose from several attractive offers.

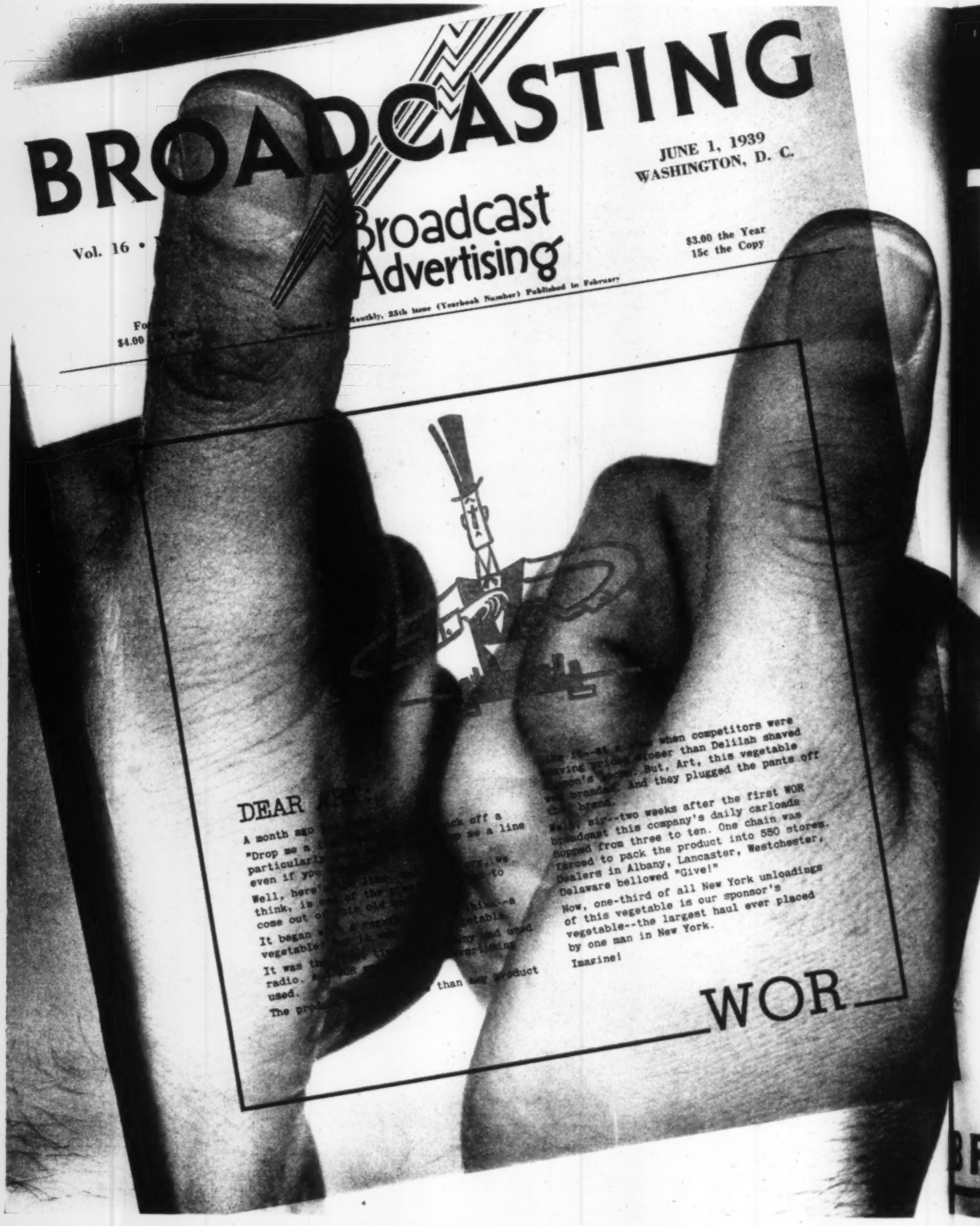
Services

If you have a service for the broadcasting industry there is more business for you if you outline your services through a classified ad in BROADCASTING.

Copy should reach this office five days prior to date of publication. 7c per word for Help Wanted and Situations Wanted. All others 12c per word.

BROADCASTING
Broadcast Advertising

870 NATIONAL PRESS BLDG.
WASHINGTON, D. C.


BROADCASTING
Broadcast Advertising
JUNE 1, 1939
WASHINGTON, D. C.
Vol. 16 •
$3.00 the Year
15c the Copy
Monthly, 25th issue (Yearbook Number) Published in February
DEAR
A month ago
"Drop me a
particularly
even if yo
Well, here
think, is
come out
It began
vegetable
It was th
radio.
used.
The pro
than
when competitors were
closer than Delilah shaved
But, Art, this vegetable
and they plugged the pants off
brand.
two weeks after the first WOR
this company's daily carloads
from three to ten. One chain was
to pack the product into 550 stores.
Dealers in Albany, Lancaster, Westchester,
Delaware bellowed "Give!"
Now, one-third of all New York unloadings
of this vegetable is our sponsor's
vegetable--the largest haul ever placed
by one man in New York.
Imagine!
WOR

THUMBS UP . . .

Sales Up!

Renewals = Results, say current advertisers who have used BROADCASTING three years or longer!

CKAC ★★★
CKLW ★★★
KANS ★★★
KDYL ★★★★★
KFH ★★★
KFRU ★★★★
KFYR ★★★★
KGIR ★★★★
KGVO ★★★
KLZ ★★★★
KMBC ★★★★★★★★
KSD ★★★★★★
KSFO ★★★★★
KSTP ★★★★★★★★
KTSA ★★★
KVOO ★★★★★
KVOR ★★★★
KWK ★★★★★
KWKH ★★★
WAIR ★★★
WATL ★★★
WAVE ★★★★★
WBAL ★★★★★★
WBIG ★★★★
WBNS ★★★
WBNX ★★★★★
WCKY ★★★
WDAY ★★★★
WDRC ★★★★★
WFBG ★★★
WFBR ★★★★
WGAR ★★★★★★
WGBI ★★★★
WGES ★★★★
WHAS ★★★★★★★
WHK ★★★★
WHN ★★★★
WHO ★★★★★★
WIBW ★★★
WJDX ★★★★★
WJR ★★★★
WKBN ★★★
WKY ★★★★★
WLS ★★★★★★★
WLW ★★★★★★
WMBD ★★★★
WMC ★★★★
WNAX ★★★★
WOR ★★★★★★★★
WOV ★★★
WOW ★★★★★★
WOWO ★★★
WPTF ★★★★
WSAI ★★★★
WSM ★★★★★★★
WSPD ★★★★★★
WSYR ★★★★★
WTCN ★★★★★
WTIC ★★★★★★
WWJ ★★★★★
WWNC ★★★★★
WWVA ★★★★★★
WXYZ ★★★★
CBS ★★★★★★★★
COLONIAL ★★★
DON LEE ★★★★★★
NBC ★★★★★★★★
YANKEE ★★★★★★
AMP ★★★
BLAW-KNOX ★★★★★
BLILEY ★★★
CREI ★★★★★★
FREE & PETERS ★★★★★
JOHNS-MANVILLE ★★
LANG-WORTH ★★★★
PETRY ★★★★★★
PRESTO ★★★★★
RCA MFG. ★★★★★★★★
RCA COMMUN. ★★★★★★★
SCIENTIFIC ★★★★★★
STANDARD ★★★★
U.P. ★★★★★
WE ★★★★★★★★
WEED ★★★
WBS ★★★★★★★

★ Each star indicates one year in BROADCASTING

BROADCASTING *Blankets* TIME BUYERS

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

JUNE 27 TO JULY 14, INCLUSIVE

Decisions . . .

JUNE 27

NEW, Panama City Bcstg. Co., Panama City, Fla.—Granted CP 1200 kc 100-250 w unl.

NEW, Bowling Green Bcstg. Co., Bowling Green, Ky.—Granted CP 1310 kc 100-250 w unl.

KSAM, Huntsville, Tex.—Granted CP increase D to 250 w.

KOBH, Rapid City, S. D.—Granted vol. assign. license to Black Hills Broadcast Co., and renewal license.

JUNE 28

KSAL, Salina, Kan.—Granted CP 1120 kc 500 w 1 kw unl., directional N, conditional on performance of antenna.

WFAS, White Plains, N. Y.—Granted applic. transfer control to Valentine E. Macy Jr. and J. Noel Macy.

KEHE, KECA, Los Angeles—Denied joint petition to amend final order of 6-21-39, which consented to assignment license of KEHE to Earle C. Anthony Inc. on condition KECA license be surrendered prior to his operation of KEHE, asking that Earle C. Anthony Inc. be permitted to retain its interest in KECA license pending final Commission action on Nos. 5378 and 5381.

JUNE 30

MISCELLANEOUS—KVOS, and NEW, Bellingham, Wash., Com. Payne assigned to hearing 8-10-39 in Bellingham; WMC, Memphis, granted extension temp. auth. 5 kw N; WBBM, Chicago, and KFAB, Lincoln, Neb., granted extension temp. auth. Simul. to 8-8-39; WPTF, Raleigh, granted appearance re applic. Lakeland Bcstg. Co., Willmar, Minn.; KUTA, Salt Lake City, denied amendment issues re CP applic. change freq., power; KDYL, Salt Lake City, granted amended hearing notice re KUTA; NEW, Vincennes Newspapers Inc., Vincennes, Ind., passed motion nisi for advancement hearing date to 7-6-39, with motion by applicant (Emison) to continue case granted; WORC, Worcester, Mass., granted intervention applic. C. T. Sherer Co.; KFVD, Los Angeles, granted amended applic. to 990 kc 1 kw 500 w unl.; NEW, Lakeland Bcstg. Co., Willmar, Minn., granted amended applic. to D only; NEW, Catawba Valley Bcstg. Co., Hickory, N. C., granted petition re depositions.

JULY 1

WPTF, Raleigh, N. C.—Denied extension temp. auth. operate 11-12 p. m.

JULY 5

KQV, Pittsburgh—Hearing set for 7-12-39, 10 a. m., re applic. mod. license.

WPRP, Ponce, P. R.—Denied temp. auth. rebroadcast sustaining international programs.

JULY 6

MISCELLANEOUS — W2XWC, Irvington, N. J., granted CP move to Carlstadt, N. J., continue operation 30 days; WJBW, New Orleans, granted license new equip., etc.; WHBC, Canton, O., granted mod. CP extending completion to 9-17-39; WTMA, Charleston, S. C., granted license new station; WPAY, Portsmouth, O., granted CP change equip., 1370 kc 100 w unl.

JULY 7

MISCELLANEOUS—WTAG, Worcester, Mass., granted petition intervene applic. C. T. Sherer Co.; WRBL Columbus, Ga., granted petition intervene Opelika-Auburn Bcstg. Co.; WCOV, Montgomery, Ala., granted leave amend applic. by changing name to Capital Bcstg. Co., change to 1210 kc 100 w unl.; KNEL, Brady, Tex., granted postponement hearing; KRLH, Midland, Tex., granted leave eliminate request for increased day power; KQV, Pittsburgh, granted continuance hearing to 7-12-39.

JULY 8

WPTF, Raleigh—Reconsidered action of June 30 in denying request to operate 11 p. m.-midnight (EST) 7-9-39 and ending 8-1-39, and granted (by Payne) same for nonprofit purposes only.

JULY 10

MISCELLANEOUS — WJJD, Chicago, granted extension temp. auth. 5-6 a. m. operation to 9-23-39; KWJJ, Portland, Ore., granted extension temp. auth. 1040 kc ltd., and resume 9 p. m. to 3 a. m. 8-1-39 to 2-1-40; WBBM, Chicago, granted extension temp. auth. use WENR aux. trans.

JULY 12

NEW, Tom M. Bryan, Ft. Lauderdale, Fla.—Granted CP 1370 kc 100-250 w unl.

NEW, W. B. Dennis, Plainview, Tex.—Granted CP 1200 kc 100 w D.

NEW, W. G. H. Finch, New York—Granted license high-frequency.

WIBC, Indianapolis — Granted consent transfer control to H. G. Wall.

WGN, Chicago; WHO, Des Moines; WSM, Nashville; WLW, Cincinnati; WOR, Newark—Granted extension spec. auth. facsimile.

WPTF, Raleigh—Granted extension exp. auth. 5 kw LS at KPO to 11 p. m. EST directional.

KWOC, Poplar Bluff, Mo.—Granted vol. assignment license to A. L. McCarthy, O. A. Tedrick, J. H. Wolpers, d/b Radio Station KWOC.

NEW, Head of Lakes Bcstg. Co., Superior, Wis.—Granted CP high-frequency.

KANS, Wichita—Granted auth. transfer control to stockholders (to Herb Hollister).

NEW, Don Lee Bcstg. System, Los Angeles—Granted CP portable television.

WSPR, Springfield, Mass.—Granted assignment license to WSPR Inc.

WGTM, Wilson, N. C.—Granted transfer control to H. W. Wilson, Charlotte L. Burns, George C. McDonald.

WFBM, Indianapolis—Granted vol. assignment license to WFBM Inc.

NEW, WSPB Inc., Sarasota, Fla. — Granted CP 1420 kc 100-250 w unl.

WAPI, Birmingham—Granted renewal license.

WWL, New Orleans—Granted extension exp. auth. unl. directional.

KWKH, Shreveport, La.—Granted extension exp. auth. 1100 kc 10 kw unl. directional N.

WBBM, Chicago—Granted extension exp. auth. Synch—KFAB: KFAB, same.

NEW, Frank R. Pidcock Sr., Moultrie, Ga.—Granted CP 1370 kc 100-250 w unl.

KIRO, Seattle—Granted extension exp. auth. 710 kc 1 kw unl.

WBTH, Williamson, W. Va.—Granted license 1370 kc 100 w D.

KSL, Salt Lake City—Granted CP new trans.

SET FOR HEARING — NEW, Hazlewood Inc., Orlando, Fla., CP 1390 kc 1 kw unl; WNYC, New York, mod. license re house; NEW, Harold Thomas, Bridgeport, CP 1310 kc 100-250 w unl.; WNBX, Springfield, Vt., CP move to Keene, N. H. directional 1 kw; KWK, St. Louis, CP directional, change 1350 to 630 kc; NEW, Nevada Bcstg. Co., Las Vegas, Neb., CP 1420 kc 100-250 w unl.; NEW, Radio Voice of Springfield, O., CP 1310 kc 100 w unl.; KMAC, San Antonio, CP amended re trans., equip., change 1370 kc 100-250 w ltd. to 930 kc 1 kw unl.; WINS, New York, vol. assignment license to Metropolitan Bcstg. Corp.; WRUF, Gainesville, Fla., CP move trans., studio, change equip., directional increase 5 kw ltd. to 5 kw 10 kw D unl., directional N.

MISCELLANEOUS — KOVC, Valley City, N. D., denied petition dismiss without prejudice CP, and denied change in frequency, increase in power; KFH, Wichita, denied KFH and KANS petitions for rehearing on applic. KFBI move to Wichita (granted 5-23-39); NEW, Nebraska Bcstg. Co., Hastings, Neb., granted CP 1200 kc 100-250 unl.; NEW, S. Nebraska Bcstg. Co., Hastings, Neb., denied as in default applic. CP 820 kc 1-5 kw unl.; NEW, Presque Isle Bcstg. Co., Erie, Pa., set for further hearing re citizenship of officers etc.; KUMA, Flagstaff, Ariz., continued hearing to 9-25-39 on order of revocation of KUMA license; KFJB, Marshalltown, Ia., authorized corrected license changing name to Marshall Electric Co.; WCOU, Lewistown, Me., granted without hearing applic. CP increase D to 250 w; KOCA, Kilgore, Tex., denied rehearing applic. KFRO change freq., power; NEW, North Shore Bcstg. Co., Salem, Mass., granted without hearing new station 1200 kc 100 w unl.; WKRO, Harrisburg, Pa., granted without hearing consent transfer control to J. H. Steinman and John F. Steinman; WWNC, Asheville, N. C., denied rehearing applic. WOSU mod. license; WSYR, Syracuse, denied reconsideration WOSU applic.; World Wide Bcstg. Corp., Boston, denied continuance hearing re international stations.

JULY 13

NEW, Richland Inc., Mansfield, O.—Granted CP 1370 kc 250 w D.

WKAQ, San Juan, P. R.—Granted renewal license.

KSAN, San Francisco—Granted renewal and assignment license to Golden Gate Bcstg. Corp., dismissed applic., assign. CP to change trans. site and install new antenna.

WHBB, Selma, Ala. — Granted consent transfer control to Bascom Hopson.

NEW, Coastal Bcstg. Co., Brunswick, Ga.—Granted CP 1500 kc 100-250 k unl.

WWSW, Pittsburgh — Granted consent transfer control to P. G. Publishing Co.

KRBA, Lufkin, Tex.—Granted CP change trans., increase D to 250 w.

NEW, Northwest Bcstg. Co., Fort Dodge, Ia.—Granted CP 1370 kc 100-250 w spec.

KROY, Sacramento—Granted mod. license to 100 w unl. 1200 kc.

KGDE, Fergus Falls, Minn.—Granted renewal license.

WJAC, Johnstown, Pa.—Granted mod. license to 1370 kc 100-250 w unl.

NEW, Greenville Bcstg. Co., Greenville, N. C.—Granted CP 1500 kc 250 w D.

NEW Nathan Frank, New Bern, N. C., applic. CP 1500 kc 100 w unl. dismissed with prejudice.

WFBR, Baltimore—Denied exp. auth. satellite station 1270 kc 10-100 watts unl. at Frederick, Md., to operate synchronously with WFBR.

WIS, Columbia, S. C.—Denied exp. auth. satellite station at Sumter, S. C., synchro —WIS 560 kc 10-100 w LS to sunrise.

NEW, J. Samuel Brody, Sumter, S. C.—Granted CP 1310 kc 100-250 w unl.

NEW, Radio Enterprises Inc., Victoria, Tex.—Granted petition reconsider decision 4-10-39 denying CP 1310 kc 100-250 w unl., and set aside order and granted CP.

JULY 14

WTAR, Norfolk, Va.—Granted extension 5 kw directional to 6-12-39.

WNEL, San Juan, P. R.—Denied temp. auth. rebroadcast international sustaining programs.

Proposed Decisions . . .

JUNE 27

WMFF, Plattsburg, N. Y.—Denied CP new trans., change antenna, shift 1310 kc 100-250 w to 1240 kc 1 kw unl. directional N.

Mutual Broadcasting System—Granted applic. renewal permit to transmit programs to stations in Canada.

NEW, Pee Dee Bcstg. Co., and WOLS, Florence, S. C.—Pee Dee Bcstg. Co. denied CP 1200 kc 100-250 w unl., and WOLS granted increase to unl. time and renewal license.

Greater New York Bcstg. Corp., New York—Granted CP 1100 kc 5 kw unl., with WPG ceasing to operate in Atlantic City and WOV ceasing to operate in New York.

JULY 13

WHDF, Calumet, Mich.—Granted mod. license to full time and renewal license; denied without prejudice to filing of CP application for another frequency the application of Copper Country Bcstg. Co. for new station at Hancock, Mich., 1370 kc 100-250 w spec.

NEW, Suffolk Bcstg. Corp., Suffolk, Va. —Granted CP 1420 kc 100-250 w D unl.

NEW, Spartanburg Adv. Co., Spartanburg, S. C.—Granted CP 1370 kc 100-250 w unl.

NEW, Brown Co. Bcstg. Co., Brownwood, Tex.—Denied CP 990 kc 1 kw D.

KPLT, Paris, Tex.—Granted mod. license to 100-250 w unl.

KRRV, Sherman, Tex.—Denied CP move trans., new equip., directional antenna, on 880 kc 1 kw unl.

WHMA, Anniston, Ala.—Granted mod. license to 100 w unl.

NEW, So. Ore. Bcstg. Co., Grants Pass, Ore.—Granted CP 1310 kc 100 w unl.

KAND, Corsicana, Tex.—Granted CP to 100 w unl.

Applications . . .

JUNE 28

WPTF, Raleigh, N. C.—CP increase 5 to 10 kw, unl., directional N, amended to 50 kw.

WSAV, Savannah, Ga.—Vol. assign. CP from Arthur Lucas to WSAV Inc.

KSL, Salt Lake City—CP new trans.

JULY 1

CBS, New York—Extension auth. transmit programs to Canada.

NBC, New York—Extension auth. transmit programs to CMX, Havana.

WDEV, Waterbury, Vt.—Mod. license 500w to 1 kw.

WEBR, Buffalo—Mod. license N to 250 w.

WGAN, Portland, Me.—CP new trans., change antenna, change 640 kc 500 w ltd. to 1390 kc 1-5 kw unl.

WKST, New Castle, Pa.—Cp new trans., increase 250 w to 1 kw.

KLO, Ogden, Utah—License for power increase etc.

WTMC, Ocala, Fla.—License for new station.

WRAL, Raleigh, N. C.—Mod. license N to 250 w.

KVOD, Denver—Mod. CP change power, freq., time to request new trans.

JULY 7

NEW, Travelers Bcstg. Service Corp., Avon, Conn.—CP television.

NEW, WOKO Inc., Albany, Ga.—CP facsimile, 25050 kc 500 w.

WTAG, Worcester, Mass. — CP new trans., antenna, increase D to 5 kw.

WJLS, Beckley, W. Va.—Mod. license N to 250 w.

WSOC, Charlotte, N. C.—Mod. license increase N to 250 w.

WSJS, Winston-Salem, N. C.—Mod. license N to 250 w.

KTHS, Hot Springs, Ark.—Extension exp. auth. Simul.-WBAL.

KRLD, Dallas — Extension exp. auth. Simul.-WTIC.

KWKH, Shreveport, La. — Extension mod. spec. auth. 50 kw unl.

WSBC, Chicago—Mod. license increase N to 250 w.

WLBC, Muncie, Ind.—Mod. license N to 250 w.

NEW, Lakeland Bcstg. Co., Willmar, Minn.—CP 680 kc 250 w ltd., amended to D.

NEW, Journal Co., Milwaukee — CP 42600 kc 5 kw.

JULY 11

WOKO, Albany, N. Y.—Exp. auth. facsimile.

NEW, Worcester Telegram Pub. Co., Holden, Mass.—CP high-frequency 1 kw.

WROL, Knoxville—CP new trans., directional antenna N, increase to 500 w 1 kw D change to 620 kc.

KNOW, Austin, Tex.—CP new trans., increase D to 250 w.

KRLD, Dallas—License for new trans., directional antenna, increase power.

WMBI, Chicago—Vol. assignment license from Moody Bible Institute Radio Station to Moody Bible Institute of Chicago.

JULY 12

WHAI, Greenfield, Mass.; WCNW, Brooklyn; WBLK, Clarksburg, W. Va.; WACO, Waco, Tex.; WLAK, Lakeland, Fla.; KTOK, Oklahoma City; WCBS, Springfield, Ill.; WEMP, Milwaukee; WCLO, Janesville, Wis.; KRNR, Roseburg, Ore.—Mod. license increase 100-250 w to 250 w unl.

WJDX, Jackson, Miss.; WFLA, Tampa —Mod. license 1-5 kw to 5 kw unl.

KANSAS CITY demonstrates its television, too, as KITE, in conjunction with its daily broadcast from the exhibition hall of the National Association of Retail Grocers convention, brings talent before the Iconoscope of W9XAL, visual broadcasting outlet of First National Television Inc., with which KITE is affiliated. Shown here being televised are Sherwood Durkin, announcer (right of mike), *Lucille the Puppeteer* and the Swift & Co. *Jewell Cowboys* from Memphis.

Network Accounts

All time EDST unless otherwise indicated.

New Business

HOTEL ROOSEVELT, New York, on June 28 started *Come to the Fair* with Ed East on 7 MBS stations, Mon., Wed., Fri., 1:15-1:30 p.m. Agency: M. H. Hackett, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Octagon), on July 17 starts *Women of Courage* on 16 CBS Dixie stations, Mon. thru Fri., 10:45-11 a. m. Agency: Benton & Bowles, N. Y.

QUAKER OATS Co., Chicago, on Sept. 4 starts *Quaker Party* with Tommy Riggs and Betty Lou on 59 NBC-Red stations, Mon., 8-8:30 p. m. (EST). Agency: Ruthrauff & Ryan, Chicago.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on Sept. 25 starts *Alec Templeton Time*, 52 weeks on 54 NBC-Red stations, from Hollywood, Mon., 9:30-10 p. m. (EST). It is understood the network may be considerably enlarged after starting date. Agency: Wade Adv. Agency, Chicago.

WARD BAKING Co., New York (Tip Top Bread), on Oct. 6 starts *Joe Penner* on 30 NBC-Blue stations, Fri., 8:30-9 p.m. Agency: Sherman K. Ellis, N. Y.

GENERAL ELECTRIC Co., Incandescent Lamp Division, Cleveland, on Sept. 17 starts for 52 weeks *Hour of Charm* on 59 NBC-Red stations, Sun., 10-10:30 p. m. Agency unnamed.

LANGENDORF United Bakeries, San Francisco (bread & cake), on July 24 starts for 52 weeks *Rush Hughes* commentary series on 3 NBC-Pacific Red stations (KFI, KPO, KOMO), Mon. thru Fri., 3:30-3:45 p. m. Agency: Leon Livingston Adv. Agency, San Francisco.

OHIO OIL Co., Columbus, on Sept. 1 starts musical-variety program on 4 NBC-Blue stations (WSPD, WLW, WOWO, WLS or WENR), Fri., 10:30-11 p. m. Agency: Byer & Bowman Adv. Co., Columbus.

DUNN & McCARTHY Co., Auburn, N. Y. (Enna Jettick shoes), on Aug. 20 for 52 weeks starts *Enna Jettick Melodies* on 72 NBC-Red stations Sun., 5-5:15 p. m. Agency: Marschalk & Pratt, N. Y.

WANDER Co., Chicago (Ovaltine), on Sept. 25 starts *The Carters of Elm Street* on 7 NBC-Red stations thru Fri., 12-15:15 p. m. (repeat for WRC, 12:30-12:45 p. m.) Agency: Blackett-Sample-Humert, Chicago.

GENERAL FOODS Corp., New York (Maxwell House coffee), on Sept. 7 starts musical program on 82 NBC-Red stations, Thurs., 9-10 p.m. Agency: Benton & Bowles, N. Y.

ADAM HAT STORES, New York (hat store chain), on Aug. 22 starts series of at least 17 fight broadcasts on a coast-to-coast NBC-Blue network, to be broadcast as they occur during the 1939-40 fight season. Agency: Glicksman Adv., N. Y.

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), on Oct. 1 starts *Bob Becker's Chats About Dogs* for 39 weeks on 30 NBC-Red stations, Sun., 3:45-4 p. m. Agency: Henri, Hurst & McDonald, Chicago.

V. LaROSA & SON, New York (macaroni) on Oct. 21 starts operatic programs on MBS, Tues., 8-8:30 p. m. Agency: Commercial Radio Service, N. Y.

J. W. BEARDSLEY SONS, Newark (foods and cans), on Sept. 19 starts Phil Cooks' *Morning Almanac*, on WABC, New York, Tues. and Sat., 7:30-7:45 a. m. Agency in charge is Neff-Rogow, New York.

Show That Clicked

SO ENTHUSIASTIC were officials of Ford Motor Co. about the broadcast which WKRC aired on the occasion of the 27 millionth Ford visiting Cincinnati last week that they have had transcriptions of the quarter-hour show made and run off on WHIS, Bluefield, W. Va., and WJHL, Johnson City, Tenn., as a promotion stunt. James M. Patt, director of special events for WKRC, produced the broadcast and wrote the script. Officials of Cincinnati's largest department store were so impressed with the caliber of the broadcast that they auditioned the show and sent a transcription to their home office in Columbus for consideration.

Renewal Accounts

FRANCISCAN FRIARS, New York, on July 9 renewed for 52 weeks the *Ave Maria Hour* on 3 Intercity Network stations (WMCA, WIP, WCBM), Sun., 6:30-7 p. m. Placed direct.

EX-LAX MFG. Co., Brooklyn (proprietary) on June 18 renewed 13 weekly participations in *Yankee Network News* on 17 Yankee stations. Agency: Joseph Katz Co., N. Y.

KRAFT-PHENIX CHEESE Corp., Chicago, on July 27 renews *Kraft Music Hall* on 73 NBC-Red stations, Thurs., 8-9 p.m., EDST., for 52 weeks. Agency: J. Walter Thompson Co., Chicago.

RICHFIELD OIL Corp., Los Angeles (petroleum products), on Aug. 13 renews for 52 weeks, *Richfield Reporter*, on 7 NBC-Pacific Red stations (KFI KMJ KPO KGW KOMO KHQ KFSD), Sun. thru Fri., 10-10:15 p. m. (PST). Agency: Hixson-O'Donnell Adv., Los Angeles.

LEVER BROS. Co., Cambridge, Mass. (Spry), on July 3 renewed for 52 weeks *Aunt Jenny's Stories* on 59 CBS stations, Mon. thru Fri., 11:45-12 noon (rebroadcast, 2:15-2:30 p.m.). Agency: Ruthrauff & Ryan, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Rinso), on July 3 for 52 weeks renewed *Big Sister* on 66 CBS stations, Mon. thru Fri., 11:30-11:45 a. m. (rebroadcast, 2-2:15 p. m.). Agency: Ruthrauff & Ryan, N. Y.

AMERICAN TOBACCO Co., New York Lucky Strikes), on July 29 renews for 39 weeks *Your Hit Parade* on 101 CBS stations, Sat., 9-9:45 p.m., Agency: Lord & Thomas, N. Y.

FELS & Co., Philadelphia (Naptha soap), on July 5 renewed *Hobby Lobby* on 51 NBC-Blue stations, Wed., 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

ALBERS BROS. MILLING Co., Seattle (cereals), on July 7 renewed for 52 weeks *Good Morning Tonight* on 5 NBC-Pacific Red stations (KPO, KFI, KGW, KOMO, KHQ), Fri., 12-12:30 midnight. Agency: Erwin, Wasey & Co., Seattle.

PERSONAL FINANCE Co., Newark, on July 24 renews *Doc Barclay's Daughters* on 26 CBS stations, Mon. thru Fri., 2-2:15 p. m. Agency: Blackett-Sample-Hummert, N. Y.

PACIFIC COAST BORAX Co., N. Y. (20 Mule Team Borax), on Sept. 29 renews *Death Valley Days* for 52 weeks on 31 NBC-Red stations, at the same time shifting the program from Fri., 9:30-10 p. m. to Sat., 9:30-10 p. m. (repeat, Fri., 11:30-midnight until April 26, 1940, moving May 3 to Sat., 12:30-1 a. m.). Agency: McCann-Erickson, N. Y.

Network Changes

PROCTER & GAMBLE Co., Cincinnati (Ivory), on July 3 for 12 weeks replaced *The Gospel Singer* with *Life Can Be Beautiful* on 14 NBC split Red stations, Mon. thru Fri., 9:45-10 a. m. Agency: Compton Adv., N. Y.

BROWN & WILLIAMSON Tobacco Co., Louisville (Bugler) on June 9 added 10 stations to NBC-Blue *Plantation Party*.

PROCTER & GAMBLE Co., Cincinnati (soap), on July 3 added 33 CBC stations to NBC-Red network carrying the following programs all broadcast Monday through Friday: *Story of Mary Marlin*, 3-3:15 p. m. (Ivory Flakes), thru Compton Adv., N. Y.; *Ma Perkins*, 3:15-3:30 p. m. (Oxydol), thru Blackett-Sample-Hummert, Chicago; *Pepper Young's Family*, 3:30-3:45 p. m. (Camay), thru Pedlar & Ryan, N. Y.; *Guiding Light*, 3:45-4 p. m. (White Naphtha soap), thru Compton Adv., N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), on July 8 shifted *Camel Caravan* on NBC-Red stations from New York to San Francisco for four weeks.

WILSHIRE OIL Co., Los Angeles (Polly gasoline), on July 6 shifted *Pull Over Neighbor*, on 2 NBC-Pacific Red stations, to 3 CBS-Pacific Network stations (KNX, KSFO, KARM), Thurs., 8-8:30 p. m. (PST). Agency: Dan B. Miner Co., Los Angeles.

LADY ESTHER Co., Chicago (cosmetics), on July 17 for seven weeks shifts Guy Lombardo on 49 CBS stations, Mon. from 10-10:30 p. m. to 9:30-10 p. m. Agency: Pedlar & Ryan, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Drene), on Sept. 12 after a seven-week hiatus resumes *Jimmy Fidler* on 24 CBS stations, Tues., 7:15-7:30 p. m. Agency: H. W. Kastor & Sons, Chicago.

INTERNATIONAL CELLUCOTTON Co., Chicago (Kleenex), on July 28 discontinues *Her Honor, Nancy James* on 40 CBS stations, Mon. thru Fri., 12:15-12:30 noon. Agency: Lord & Thomas, Chicago.

STANDARD BRANDS, New York (Fleischmann Yeast), on Oct. 2 adds the Canadian Maritime, Ontario, Prairie and British Columbia regions to *Getting the Most Out of Life*, on 20 NBC-Blue stations, Mon. thru Fri., 11:45-12 noon. Agency: J. Walter Thompson Co., N. Y.

ALFRED DUNHILL Co., New York (Dunhill cigarettes), on Aug. 9 shifts *Name Three* on 4 MBS stations from Mon. 8-8:30 p. m. to Wed. 8-8:30 p. m. Agency: Biow Co., N. Y.

PHILIP MORRIS & Co., New York (cigarettes), on Aug. 7 shifts *Breezing Along* on 3 MBS stations from Fri., 8-8:30 p. m. to Mon. 8-8:30 p. m. Agency: Biow Co., N. Y.

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC
Two for $75.00 $40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

PROCTER & GAMBLE Co., Cincinnati (Teel dentrifice), on July 12 shifted *Knickerbocker Playhouse* from Sun. to Wed. night, 9-9:30 p. m., on 59 CBS stations. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

CARNATION Co., Milwaukee, on July 3 added 9 Canadian stations in the Ontario region to *Contented Hour* on 63 NBC-Red and 27 CBC stations, Mon., 10-10:30 p. m. Agency: Erwin, Wasey & Co., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on July 31 drops *Houseboat Hannah* on NBC-Blue network, adding a new five weekly script serial titled *Second Fiddle*, 9:45-10 a. m., CSDT, on WLS WOOD WXYZ and the Michigan Network. *Houseboat Hannah* continues on the Red network for Lava. Agency: Blackett-Sample-Hummert, Chicago.

P & G Prizes

PROCTOR & GAMBLE Co., Cincinnati, on July 11 only offered to listeners a $1.50 catalin matched brush set in exchange for 50 cents and four wrappers from medium-sized Ivory soap on four of its programs promoting the product. Programs were *Story of Mary Marlin* on NBC, *The O'Neills* on NBC, *Life Can Be Beautiful* on NBC and CBS, and several of the stations carrying the transcribed version of *The Gospel Singer*. Compton Adv., New York, handles the account.

* * *

Compliments of KROC

NEW SUSTAINER on KROC, Rochester, Minn., is *On the House*, which each day features public service bulletins and a complete preview of the day's program schedule.

EVERYTHING about The Gotham bespeaks gracious living—its spacious rooms, its atmosphere of good taste, its superb cuisine. Elegance is apparent..economy not forgotten.
Under the Same Management as
The Drake CHICAGO
The Blackstone CHICAGO
The Evanshire EVANSTON, ILL.
The Town House LOS ANGELES
A. S. Kirkeby, Managing Director
The Gotham
5th Ave. at 55th St. NEW YORK CITY

DIVISION ENGINEERS of NBC here photographed with their wives as they are entertained in the Ford Exposition at the New York World's Fair. They came to New York to attend their annual convention in Radio City. Standing (l to r) are George McElrath, New York; A. E. Johnson, Washington; C. D. Peck, San Francisco; S. E. Leonard, Cleveland; C. A. Peregrin, Denver; A. H. Saxton, Hollywood; H. C. Luttgens, Chicago; G. O. Milne, New York; W. J. Purcell, Schenectady. Seated are Mrs. Leonard, Mrs. Saxton, Mrs. Milne, Mrs. McElrath and Mrs. Purcell.

PARACHUTERS AIRED
WOR Covers Stranding of Couple at Fair

PLIGHT of the J. Cornelius Rathbornes of Old Westbury, Conn., who were stranded in mid-air from 11:30 p.m. July 12 until 4:40 the following morning when their parachute at the World's Fair parachute jump stuck about 100 feet from the ground, was completely covered for the radio audience by WOR, Newark. Alvin Josephy, special features broadcaster, was putting away his equipment after a remote from the Fair about midnight when he discovered the accident and immediately reassembled his apparatus, broadcasting his first account at 12:25.

After a second broadcast at 1 a.m. he had a cable run through to the side of the jump and had also arranged for the station to stay on the air past its usual signoff time of 2 a.m. After several other bulletins, Josephy climbed to a platform half-way up the jump and broadcast from there from 3:45 to 4:40 when the rescue was effected. He then interviewed Mr. and Mrs. Rathborne and Mr. Mott, head of the concession, and arranged for Harry Mitchell, mechanic who performed the hazardous rescue, to appear on WOR's *Welcome Neighbor* program the following night.

PANAMA'S "La Voz de la Victor" station at Colon, which has been visited by many radiomen en route through the Canal, on July 24 changes its call letters from HP50 to HOK. It also shifts frequency the same day from 1440 to 640 kc.

IN PROPOSED findings July 13, the FCC disapproved an application of Joe N. Weatherby and William J. Lawson for a new 1,000-watt daytime station on 990 kc., the clear channel of WBZ-WBZA, Boston-Springfield.

Late Personal Notes

GERALD MAULSBY, formerly assistant director of program operations for CBS, has been appointed production manager of the network in charge of announcing staff and assistant directors and administration of studio facilities, in addition to his duties as supervisor of operations of all network programs. He succeeds John S. Carlile, who has resigned following an extended leave of absence to engage in free lance program building and general production work. Roy Passman, who has been Maulsby's assistant, succeeds him as assistant director of program operations. All appointments are effective immediately.

LOUIS de GARMO, former president of Fulton, de Garmo & Ellis, New York agency, has been placed in charge of the New York office of J. M. Korn & Co., Philadelphia, as executive vice-president. The New York office is at 369 Lexington Avenue; phone, Lexington 2-5535.

C. E. MIDGLEY, Jr., radio timer buyer of BBDO, New York, on July 6 became the father of a boy, Frank Murray.

LLOYD O. COULTER and John J. McCarthy, account executives of McCann-Erickson, New York, for Twenty Grand and Gruen Watch respectively, have been named vice-presidents.

GEORGE M. BURBACH, director of KSD, St. Louis, and advertising manager of the *St. Louis Post-Dispatch*, sails with Mrs. Burbach this month for a cruise to South America.

GERALD DICKLER on July 12 resigned as general counsel of American Guild of Radio Announcers and Producers. Resignation had been contemplated for some time, he stated, but had been postponed until the new AGRAP contract with CBS for WABC employes was concluded.

OTTIS ROUSH has rejoined the staff of KBTM, Jonesboro, Ark., as production manager. He served with KBTM four years ago and comes from WIBC, Indianapolis, where he was chief announcer and continuity director.

MYRON A. ELGES, formerly with Edward Petry Co., has joined the sales staff of Associated Music Publishers, New York. Mr. Elges was previously with William G. Rambeau Co. and Transamerican and at one time was an account executive with Birmingham, Castleman & Pierce.

BOB COLVIG, announcer of KOIN, Portland, Ore., on July 5 married Betty Howell.

FCC Disclaims Intent to Censor

(*Continued from page 17*)

would result in benefits to the people of the United States through the stimulation of international good-will, understanding and cooperation and would promote our foreign commerce.

Among other things, it was necessary to keep in mind at all times that from a technical standpoint the licensing of international stations presents a different problem than that of regular domestic broadcast stations. As an example, the problem of providing an interference-free channel between the transmitter and the receiver is not one subject generally to the control of this governemnt alone; for any of these frequencies or all of them could be rendered useless for our purposes if other countries permitted stations to operate, or create interference, on the same frequencies.

It was also necessary to consider in connection with this rule the international policy which our government had a major part in formulating with respect to the use of these frequencies. This policy is reflected in Article VII, Section 22 of the General Radio Regulations annexed to the Telecommunication Convention of Madrid, the Cairo revision of which carries forward and makes more restrictive the similar provisions in the Madrid regulations (Article VII, Section 19). The Cairo provision reads:

> § 22. (1) It is recognized that the frequencies between 5,000 and 30,000 kc (60 to 10 m) are capable of propagation over great distances.
>
> (2) The administrations shall make every possible effort to reserve the frequencies of this band for long-distance communications, in view of the fact that their use for short- or medium-distance communications is likely to interfere with long-distance communications.

No Censorship Desired

In summary, Section 42.03(a) was intended to do two things: (1) to require international broadcast stations to direct their service to foreign countries rather than the United States; (2) to define the public interest to be served through the licensing and operation of such stations. It has not been the practice of the Communications Commission in the past, nor is it the intention of the Commission now, with respect to the rule, ever to require the submission of any program continuity or script for editing, modification or revision, or for any other purpose prior to its use by a station.

It cannot be emphasized too strongly that the Commission has no desire, purpose or intention of setting itself up as a board of censorship, and that it does not and will not exercise any such jurisdiction.

The Commission deems it appropriate in the interests of orderly procedure to place this statement formally upon the record in this hearing which has been duly set upon a proper petition, and hopes that the statement will contribute materially toward a constructive result.

Lists The Issues

The fundamental issue in this hearing may be stated as follows:

1. Is the public interest, convenience or necessity within the meaning of the Communications Act of 1934, as amended, served through the licensing and operation of international broadcast stations?

2. How is the public interest, convenience or necessity served through the licensing and operation of international broadcast stations?

3. Is the Commission on the basis of the public interest, convenience or necessity to be served through the licensing of such stations justified in limiting the stations to an international broadcast service as distinguished from a domestic broadcast service?

It is of the greatest importance that these issues be considered and discussed without possibility of confusion arising from any ambiguity in or misinterpretation of language or phraseology. The Commission, therefore, pending an opportunity to hear and consider the evidence, views and arguments to be presented on the issues in this hearing has ordered that the operation of Section 42.03(a) be suspended.

400 Feet Up

DESCRIBING the entry of the U. S. fleet through the Golden Gate into San Francisco Bay from a post atop the 400-foot Tower of the Sun at the Golden Gate International Exposition gave two announcers and an engineer of KSFO, San Francisco, a good workout—physically as well as vocally. Announcers Bob Garred and Jack Gregson and Engineer R. V. Howard climbed the 30-story theme tower hand over hand on a temporary ladder, carrying equipment strapped to their backs. The broadcast, which included shortwave pickups from the decks of the flagship *U.S.S. Pennsylvania*, the *U.S.S. Moffatt* and the cruiser *U.S.S. Honolulu*, was fed to CBS.

WLW visits old Friends

AT 36 FAIRS IN 7 STATES

Since January 1st, operating through WLW Artists' Bureau, WLW Boone County Jamboree entertainers have played before more than 174,281 people in listeners' home towns.

Between July 4 and September 15 these "Ambassadors of Good Will" are scheduled to appear in "command performances" at 36 State and County Fairs in 7 states; striking evidence of the loyalty of WLW listeners throughout the Middle West.

These personal appearance tours are creating a true bond of friendship between the Nation's Station and its listeners . . . a bond of which we are tremendously proud, because this direct contact with listeners means much to every present and future user of WLW.

"THESE THINGS, TOO, WE THINK ARE PART OF THE STORY OF WLW"

WLW

THE NATION'S STATION

XUM

DOING THE REAL JOB FOR THE ADVERTISER!

AT

WCKY

RCA 50-D

50-KILOWATT TRANSMITTER

RCA transmitters will do a real job for EVERY station's advertisers! There are types to fit stations of any size.